Spring 2019

# EncyclAPPedia: Confronting SideWalkLabs Digital Physical Community

Katharina Elisa Körber
*Syracuse University*

# *ENCYCLAPPEDIA,*

O R

# DICTIONARY OF APPLICATIONS OF SURVEILLANCE AND OF ARCHITECTURE

FOR A COMMUNITY OF DIGITAL AND PHYSICAL DEVICES

Arranged and developed by KATHARINA ELISA KÖRBER, student of the School of Architecture
at SYRACUSE UNIVERSITY, NEW YORK , Advisor: Prof. Mark Linder

*"most measurable community, built from the internet up" (Dan Doctoroff)*
*HORAY.*

VOLUMNE ONE


SYRACUSE, NY

Architecture for {
**HUMAN,** as physical and digital self
**DEVICE,** as ubiquitous technology
**TOOL,** as active craft
**KNOWLEDGE,** as information through data

**MMXIX**
Syracuse University New York, School of Architecture

Google's SideWalkLabs claims that its plans for Quayside in Toronto will result in the ***"most measurable community build from the Internet up,"*** [Dan Doctoroff, CEO Sidewalk Labs]. But how can we understand the realities and implications of an urbanism that so radically challenges our current physical and mental relationship between humans and digital devices, humans and architecture, and architecture and digital devices? **This thesis examines the roles of architects when a city and its architecture are planned as a community of digital devices.** It explores ways to disrupt and conceptualize Sidewalk Labs' strategy of a community where humans and non-human devices "live" among systems made for high-efficiency and performance, and the devices target the humans as subjects for data surveillance.

The digital community has become as important as the one with human bodies inhabiting actual physical space. In this case, the institution that is creating the community is a non-spatial network that allows inhabitants to connect socially and transactionally through devices. Apps have replaced architectural typologies.

If Diderot and d' Alembert's "Encyclopedia" can be considered as a cornerstone of human enlightenment - what is the iPhone today?
Both are a created, collected and limited through human knowledge that sees the device as a physical and mental extension of the body. The tool has become a device. It captures the human and creates a digital reality. Architecture here is a blank space to facilitate that. In that word, good Internet connections in virtual space are more valued than social interactions in physical space. Architecture now has to accommodate a new kind of equality among its human and non-human inhabitants. Since the collection of private data, the resource for the rendering of that raum has shifted from mining raw material to human experience. Behaviour data is turned into a quantifiable product that allows to analyse, optimize and predict. ***Architecture has to accommodate a community for physical digital bodies. How can architects still exist in this environment?***

# Encycl*APP*edia

*Confronting SideWalkLabs Digital Physical Community*

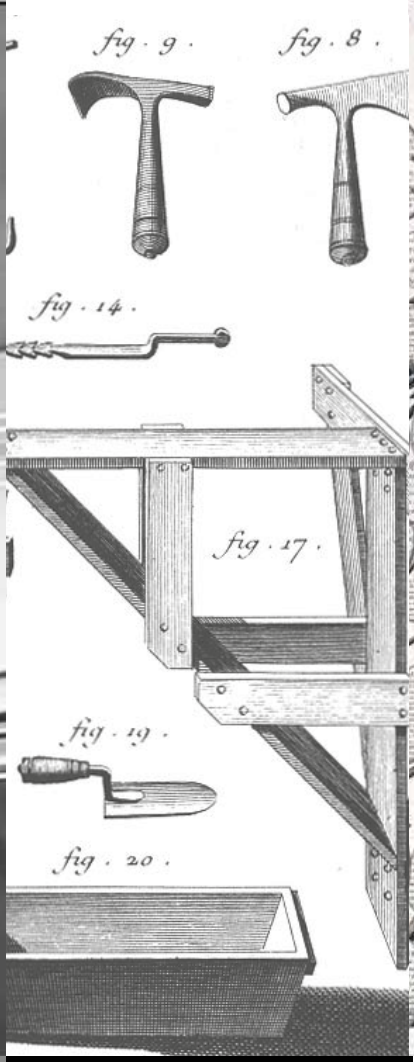
Katharina Elisa Körber
Prof. Mark Linder
Prof. Marcos Parga

May 2019
**Syracuse University School of Architecture**

# CONTENT

# CHAPTER ONE:

# CLAIMS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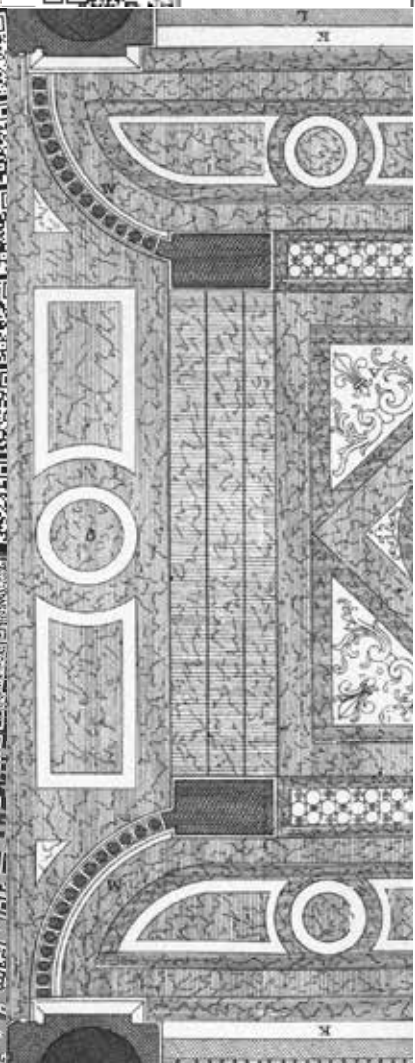


This project examines the role of **Architects** when Architecture is planned by a corporation as a community of physical an digital devices.

[10] "Privacy Visor, a Anti-Facial Recognition wearable"
[11] " Plate 281 - Architecture Couvreur from Encyclopédie"
[12] "Tree of Human Knowledge, Chrétien Frederic Guillaume Roth, Frontispiece of the 1780 edition of the Encyclopédie"
[13] Circuit board iPhone X
[13] "Immersion by Benjamin Edwards, 2004"
[14] "Collage of iPhone X HomeScreen"
[15] "i-city Pavilion, Tchoban/Kuznetsov,Venice Biennale"
[16] "Plate 283 - Stonework II from Encyclopédie"


9:41
Tuesday
12
Calendar
Photos
Camera
Clock
Weather
Home
Stocks
Wallet
LED technology

## *"most measurable community built from the internet up"*

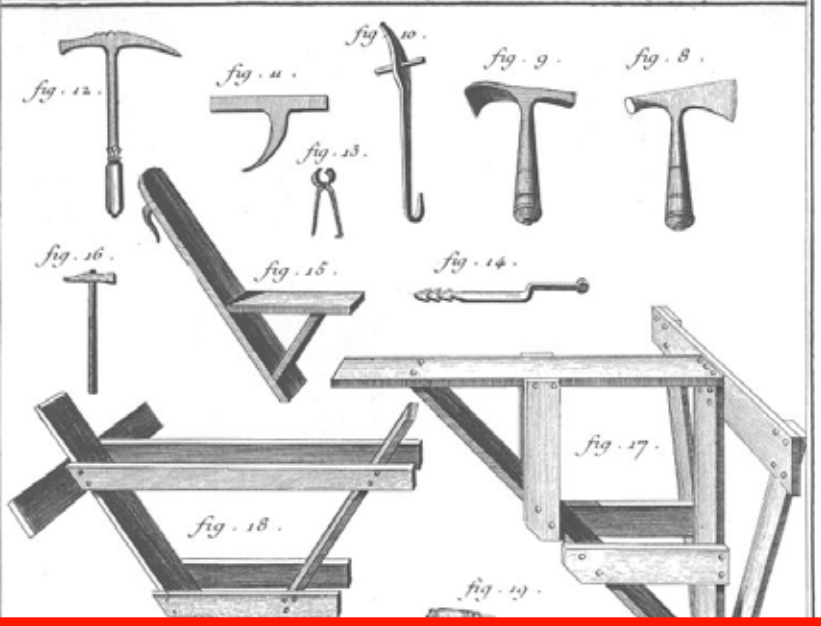
SideWalkLabs CEO imagines the "most measurable community in the world build from the internet up"[1] an environment planned for efficiency, performance and profit. The Smart-phone functions as a mediator between user and architecture.

## *"is replicating the digital experience in physical space..."*

"In effect what we' re doing is replicating the digital experience in physical space.... so ubiquitous connectivity; incredible computing power including **artificial intelligence and machine learning; the ability to display data; sensing , including cameras and location data as well as other kinds of specialized sensors**... We fund it all through a very novel advertisement model... we can actually then target ads to people in proximity, and then obviously over time track them through things like beacons and location services as well as their browsing activity."[2]

[1, 2] Doctoroff, Dan. 2016."Google City" public lecture, Toronto.
[18] "Screenshot of Phillip Schiller speaking at the Keynote iPhoneX release, 2017"


fig . 7 .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Tuesday, September 12
OLED technolog

**Human** Bodies Mind Recognition
Tool Perception ***Knowledge*** Digital
Nomad Non-human **Device** Ubiquitous
Technology Information Data Internet
***Measurable*** Surveillance **Architecture**
Physical Infrastructure Service System
Economy Culture ***Community***

[11] " Plate 281 - Architecture Couvreur from Encyclopédie"
[18] "Screenshot of Phillip Schiller speaking at the Keynote iPhoneX release, 2017"


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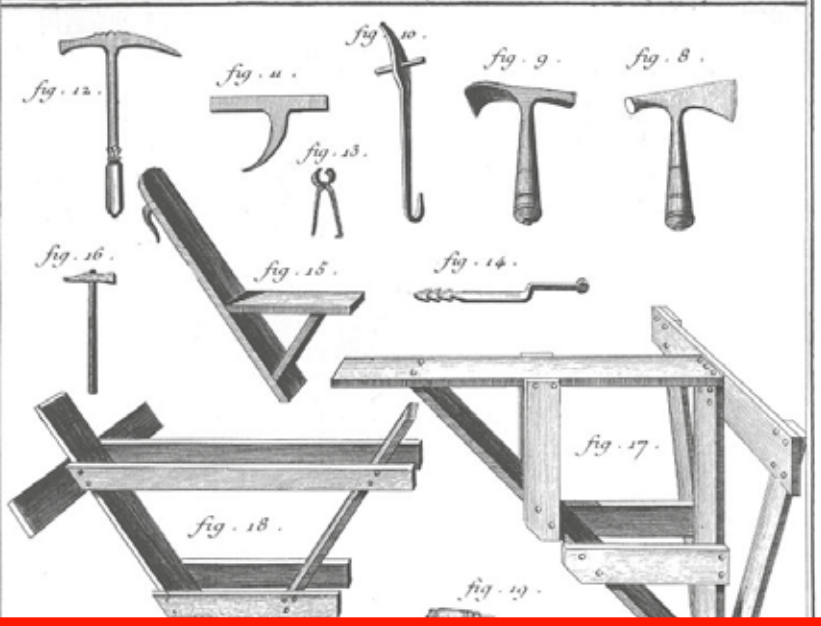
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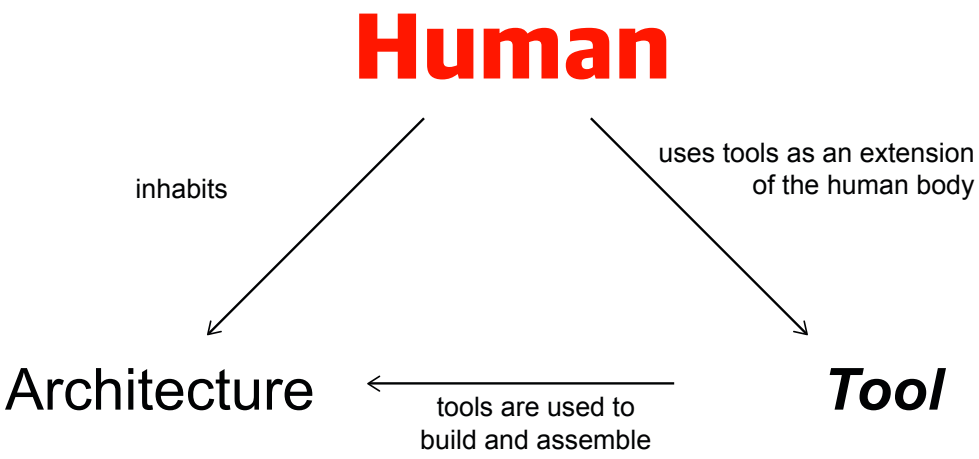
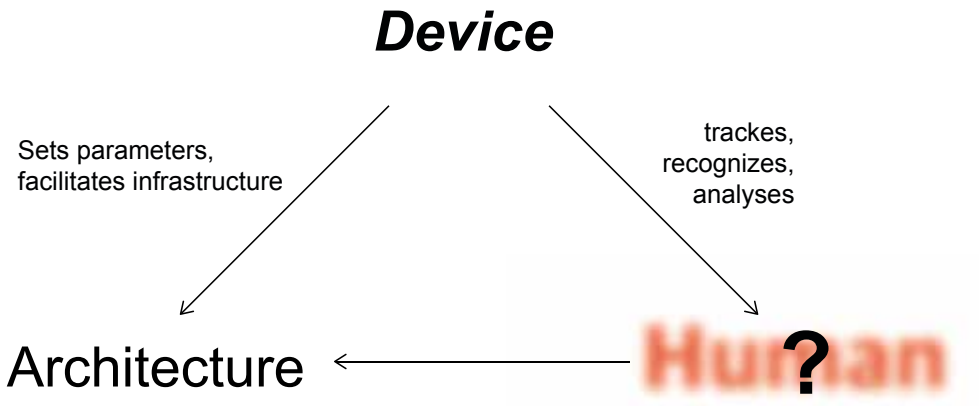
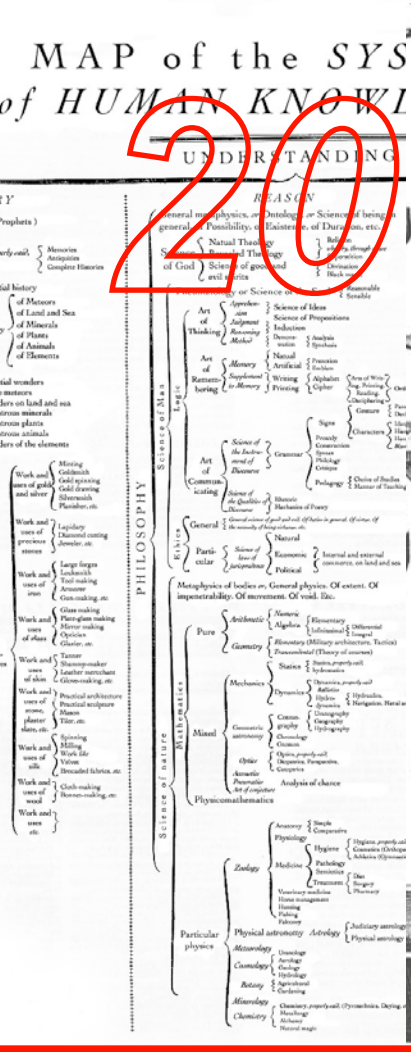
# Architecture for Human?




# Architecture for Devices ?

[11] " Plate 281 - Architecture Couvreur from Encyclopédie"
[18] "Screenshot of Phillip Schiller speaking at the Keynote iPhoneX release, 2017"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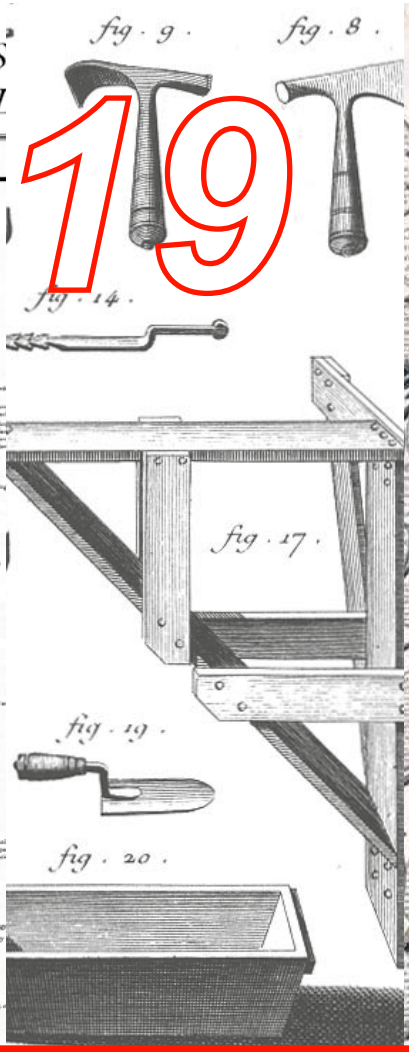
of HUMAN KNOWL
UNDERSTANDING
REASON
IMAGINATION
PHILOSOPHY
Science of Man
Science of nature
Logic
Ethics
Mathematics
Physicomathematics
Particular physics

2019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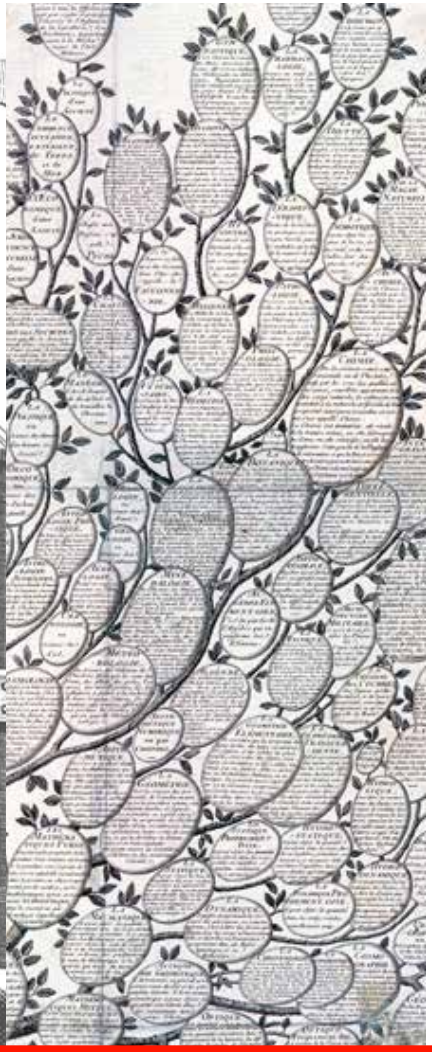


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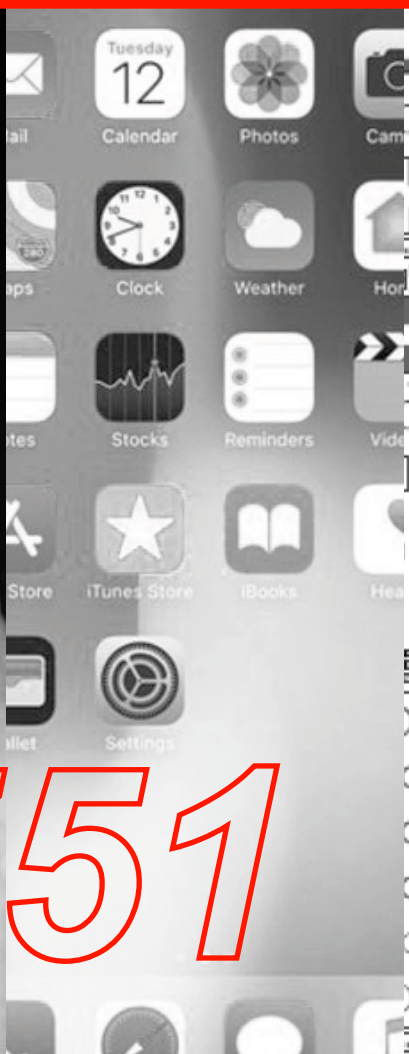
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Stocks
Reminders
iTunes Store
iBooks
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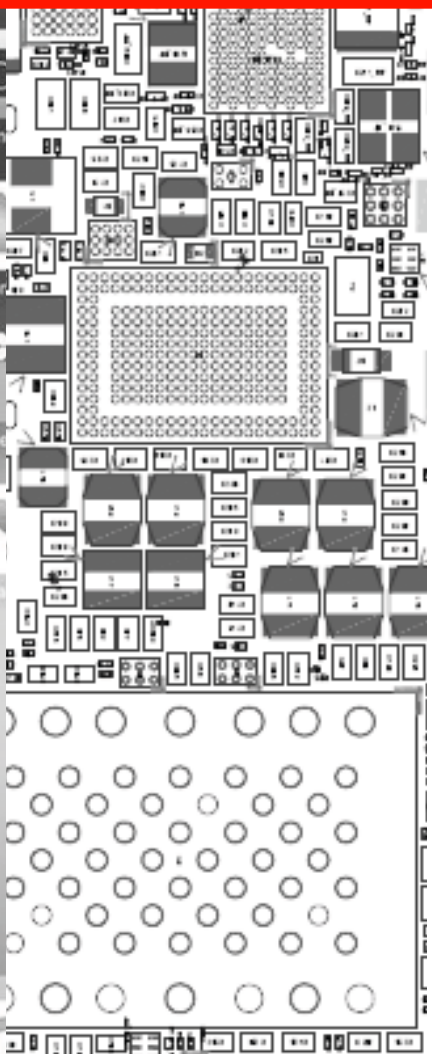


## The first App-Phone

# *En - cycl - APP - ed - ia*

**1.** A set of apps using human experience as raw material to generate information **2.** a device that contains information on all branches of knowledge about ones digital life from data surveillance **3.** a surveillance economy where architecture serves for behavioural modification

## The latest Encyclopedia

[17] " Figurative system of human knowledge",
[11] " Plate 281 - Architecture Couvreur from Encyclopédie"
[12] "Tree of Human Knowledge, Chrétien Frederic Guillaume Roth, Frontispiece of the 1780 edition of the Encyclopédie"
[18] "Screenshot of Phillip Schiller speaking at the Keynote iPhoneX release, 2017"
[14] "Collage of iPhone X HomeScreen"
[13] "Schematic drawing of iPhone X circuit board"

# CHAPTER TWO:

# ANALYSIS

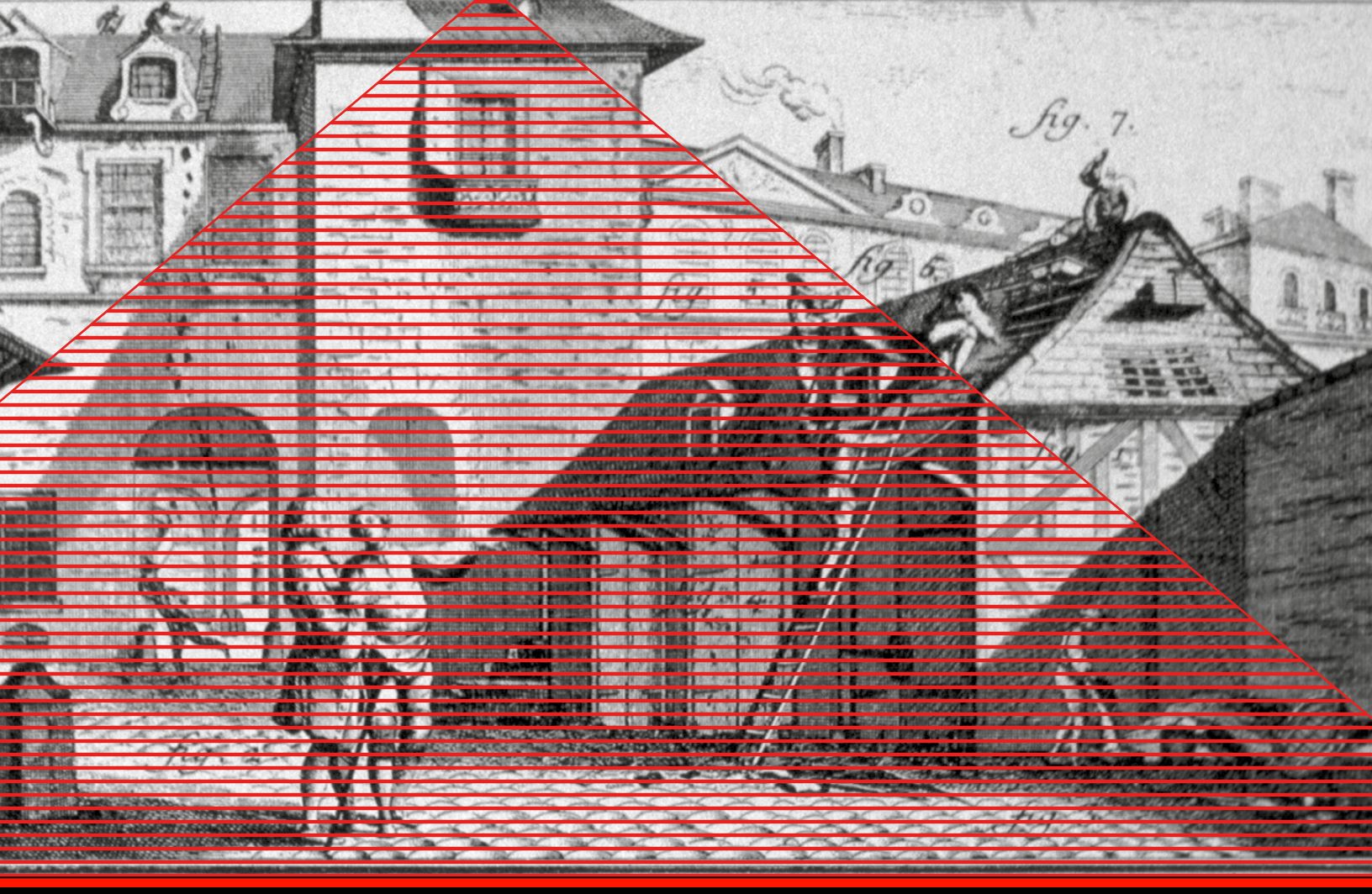


fig. 7.
fig 6.

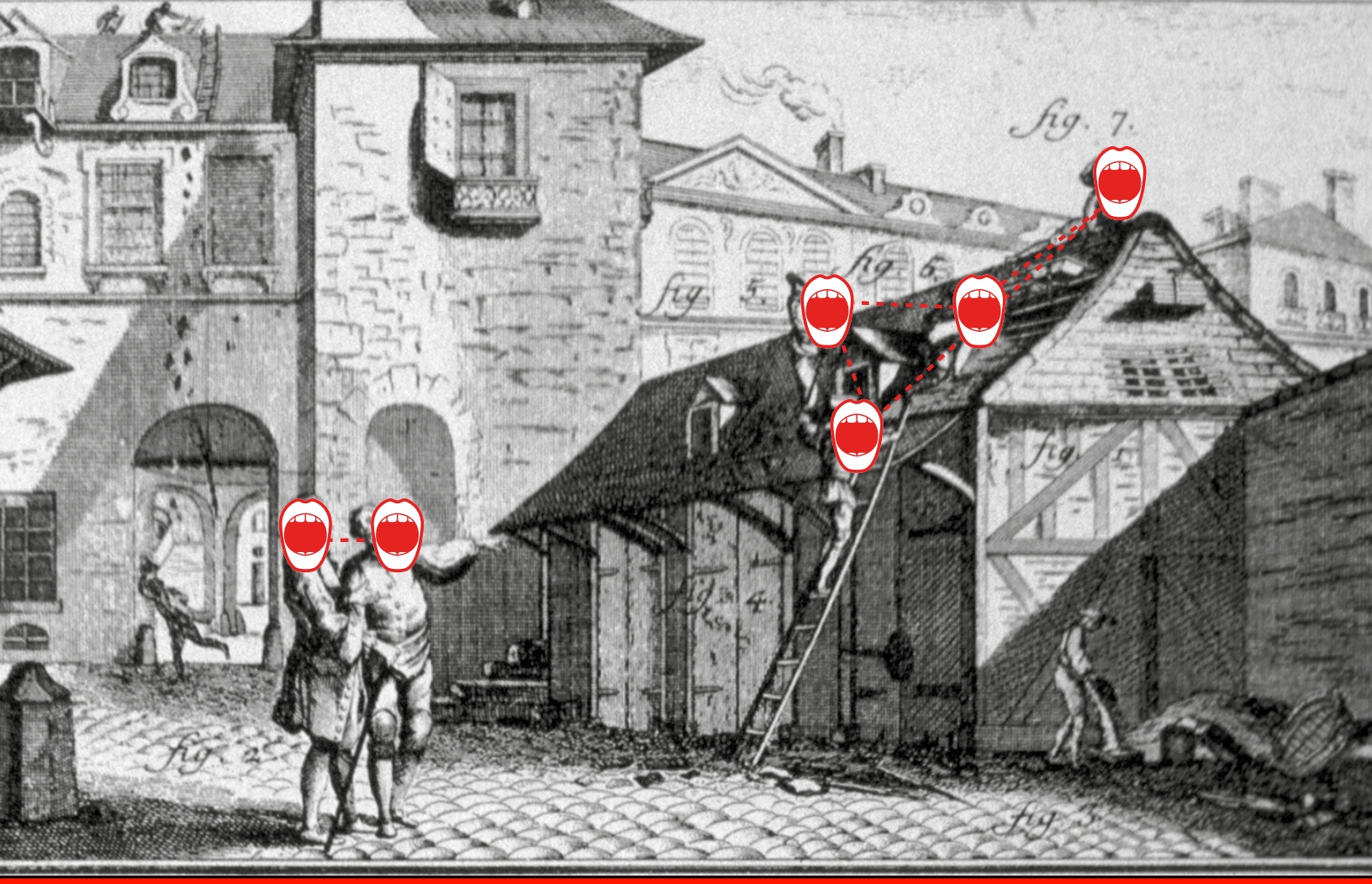

Technology

The institution manifests itself no longer through architectural typologies. They are replaced by apps. The institution becomes is a **non-spatial network** of devices.

"**Today, it is all-pervasive.** Like the Church, the Monarchy and the Communist Party in other times and places, **the corporation is today's dominant institution**. 150 Years ago, the business corporation was a relatively insignificant institution." [3]

"**Marketing has become the centre or the "soul" of the corporation**. We are taught that corporations have a soul, which is the most terrifying news in the world. **The operation of markets is now the instrument of social control** and forms the impudent breed of our masters. Control is short-term and of rapid rates of turnover, but also continuous and without limit, while discipline was of long duration, infinite and discontinuous. " [4]

[3] Moviequote from Achbar, Mark and Abbott, Jennifer. 2005. "The Corporation", Big Picture Media Corporation.
[4] Deleuze, Gilles. 1992."Postscript on Societies of Control," October 59: 3-7.
[19] "Institution as an Architectural Typology based on " Plate 281 - Architecture Couvreur"
[20] "Google Spirit as Institution"





Base Station Subsystem → Base Station Controller → Mobile Switching Centre

Authentication Centre | Home Location Register

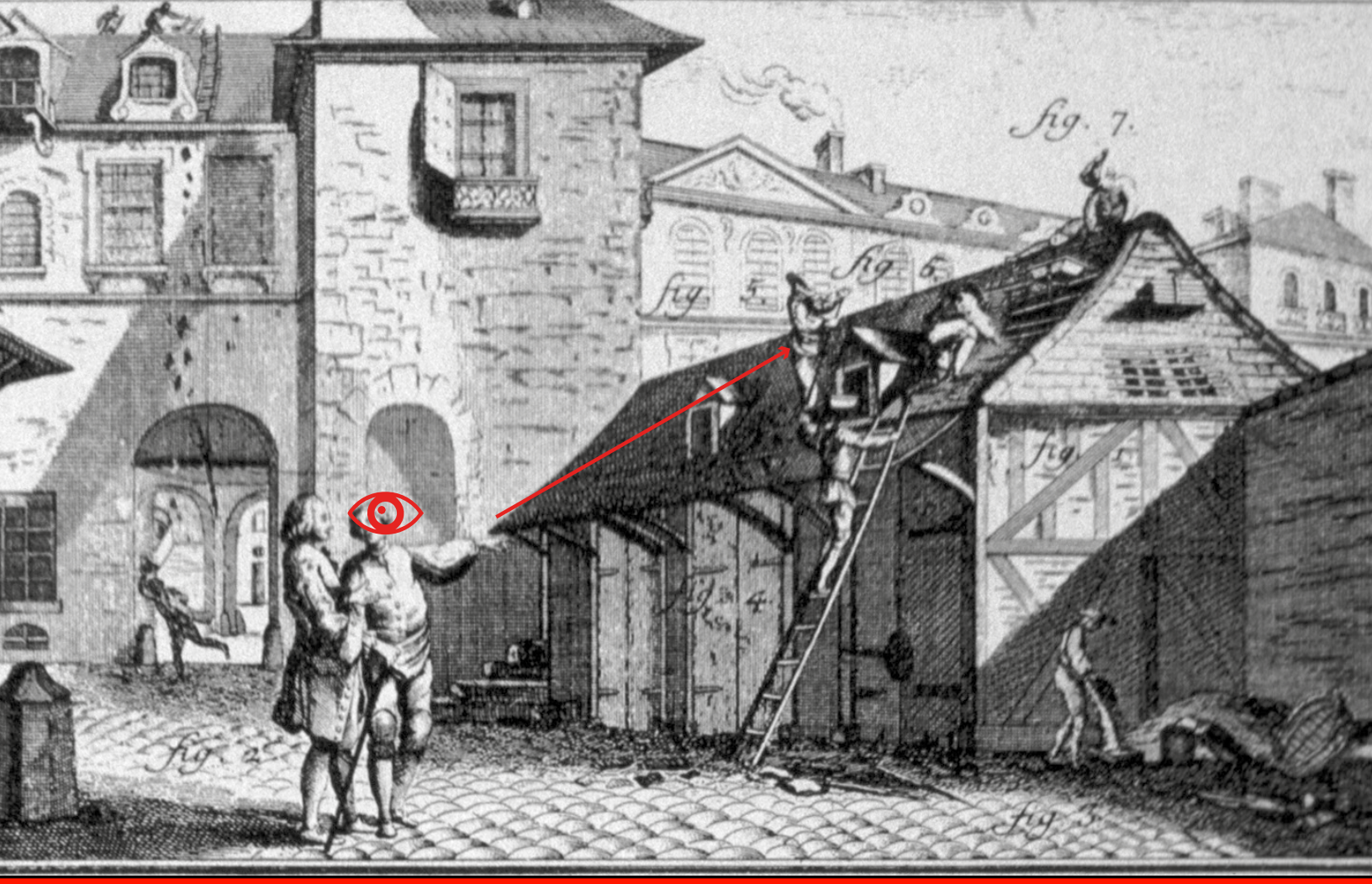
Mobile Switching Centre → Base Station Controller → Base Station Subsystem

Digital infrastructure allows communication to takes place **between device and device and sometimes device and human.** Google provides and controls most internet traffic.

"If you give up Google and all the companies it owns, **you're cut off from participating in your community**, whatever your community may be" [5]

"The faculties of the mind worked solely on data provided by the senses. **All knowledge therefore derived from sensation,** and the faculty of reason, which transformed sense data into knowledge, deserved a central place in any attempt to map the world of knowledge. " [6]

[5] Hill, Kashmir. (Senior Reporter) 2019. "Cutting the 'Big Five". GIZMODO. Accessed April 2019.
[6] Frängsmyr, Tore. 2001. "Epistemological Angst: From Encyclopedism to Advertising", p. 55.
[21] "Communication in "Encyclopédies Plate 281 - Architecture Couvreur"
[22] "Communication chain between devices"




Collecting Behavioural Data

Machine Intelligence

**Prediction Product**
(Computational prediction of wha
user does now, soon, later)

OLED technology

**Private Human Experience**

Appears on devices

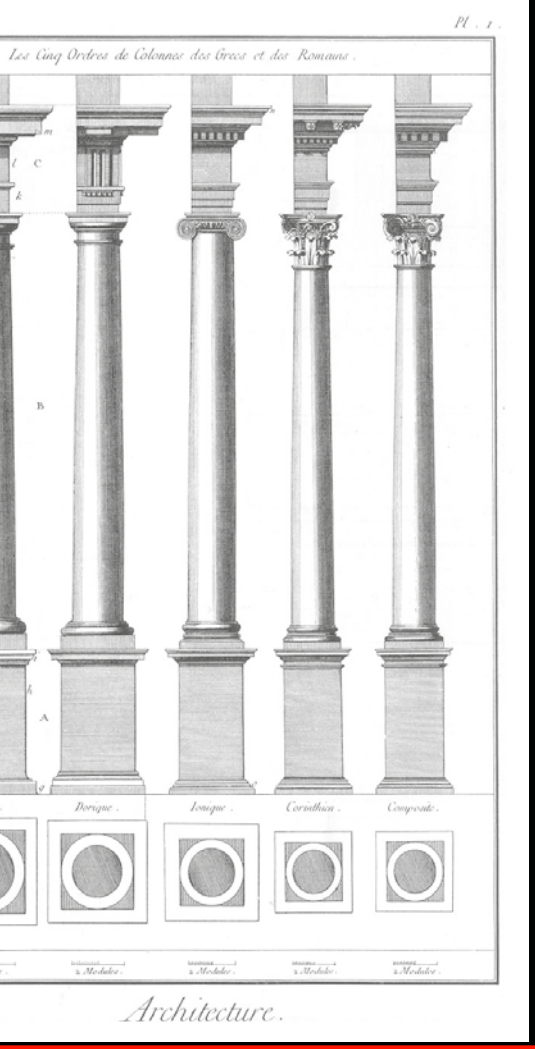
**Sold to market place**
makes bets on future behaviour a
Derivatives of users behaviours

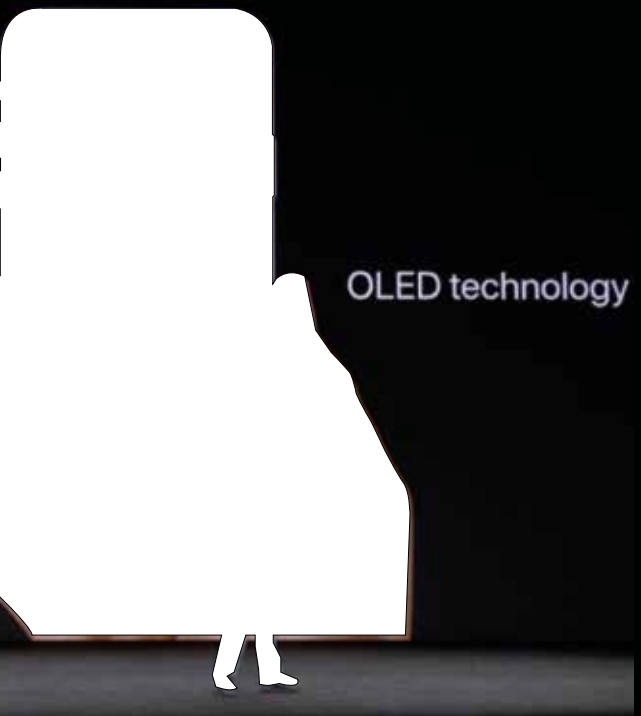
From a form of social control to preserve quality to a form of quantative data collection **every inhabitant contributes to Googles Data supply Chain**, which serves as a form of surveillance.

"Surveillance capitalists claim **human experiences, such as a walk with the dog, as raw data that they translate into behavioural data.** With machine learning, these become prediction products, predicting what you will do now, later and ever.
By trading these predictions they earn big money." [7]

"Ubiquitous Computing names the third wave in computing, just now beginning. First were mainframes, each shared by lots of people. Now we are in the personal computing era, person and machine staring uneasily at each other across the desktop. **Next comes ubiquitous computing, or the age of calm technology, when technology recedes into the background of our lives"** [8]

[7] Shoshana Zuboff, at presentation of her book 2019.
[8] Weiser, Mark (scientist XEROX). 1995.
[23] "Surveillance in "Encyclopédies Plate 281 - Architecture Couvreur"
[24] "Googles Data Supply Chain"

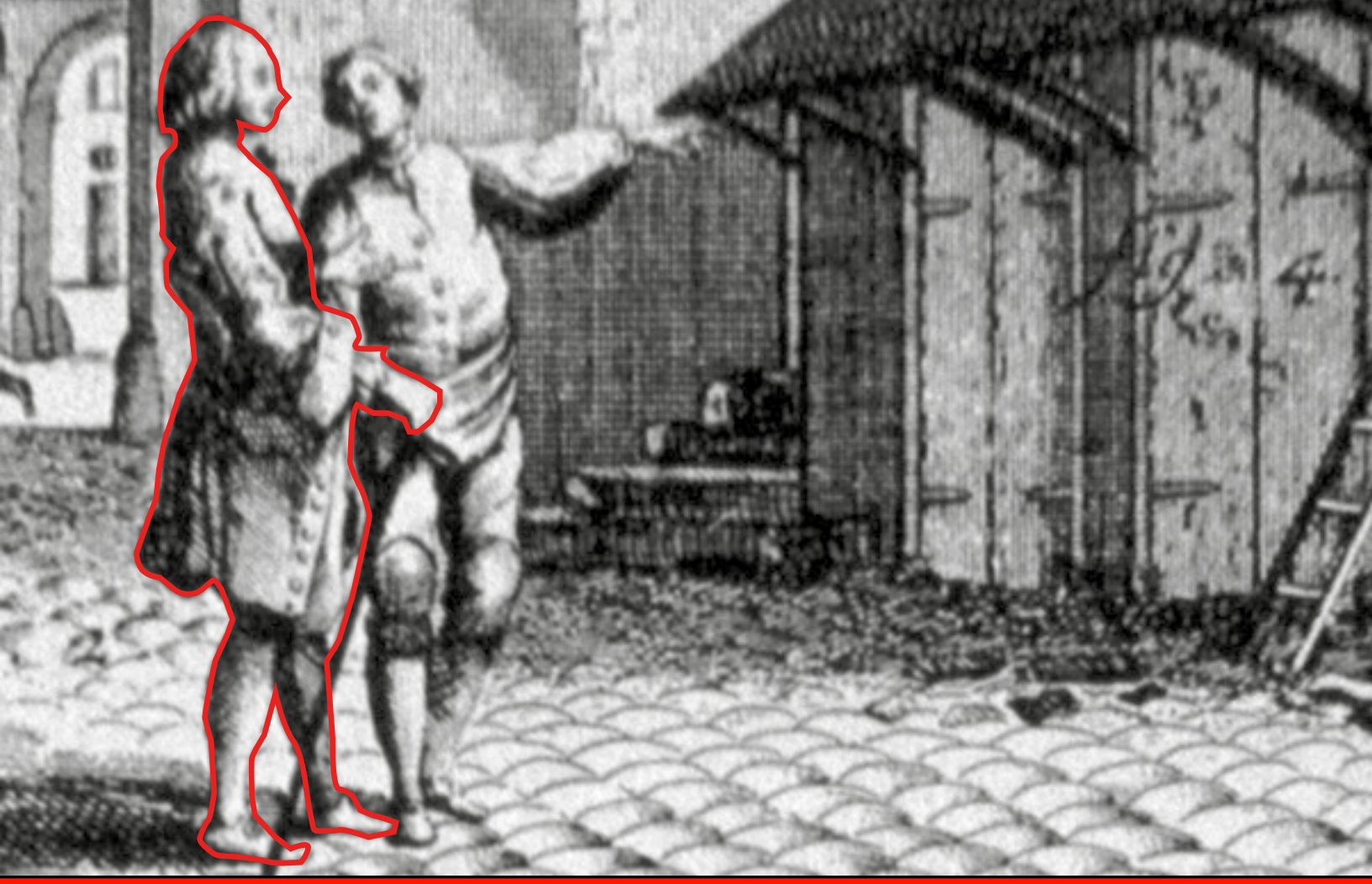

Pl. 1.
Les Cinq Ordres de Colonnes des Grecs et des Romains.
Dorique.
Ionique.
Corinthien.
Composite.
Architecture.


OLED technology

Quayside is a as space where architecture serves for **behavioural modification**. The physical environment is a **infrastructure for data surveillance**, that accommodates life in the **digital raum**.

"A parasitic economic logic in which the production of goods and services is subordinated to a new global **architecture of behavioural modification.**"

[9] Zuboff, Shoshana. 2019. "The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power", PublicAffairs. 72.
[25] "Plate 1 - Architecture from Encyclopédie"
[26] "Cutout from " Encyclopédies Plate 281 - Architecture Couvreur"
[27] "Architecture is a Blank Space"
[28] "Visualization of SidewalkLabs Ubiquitous Sensors at Quayside"



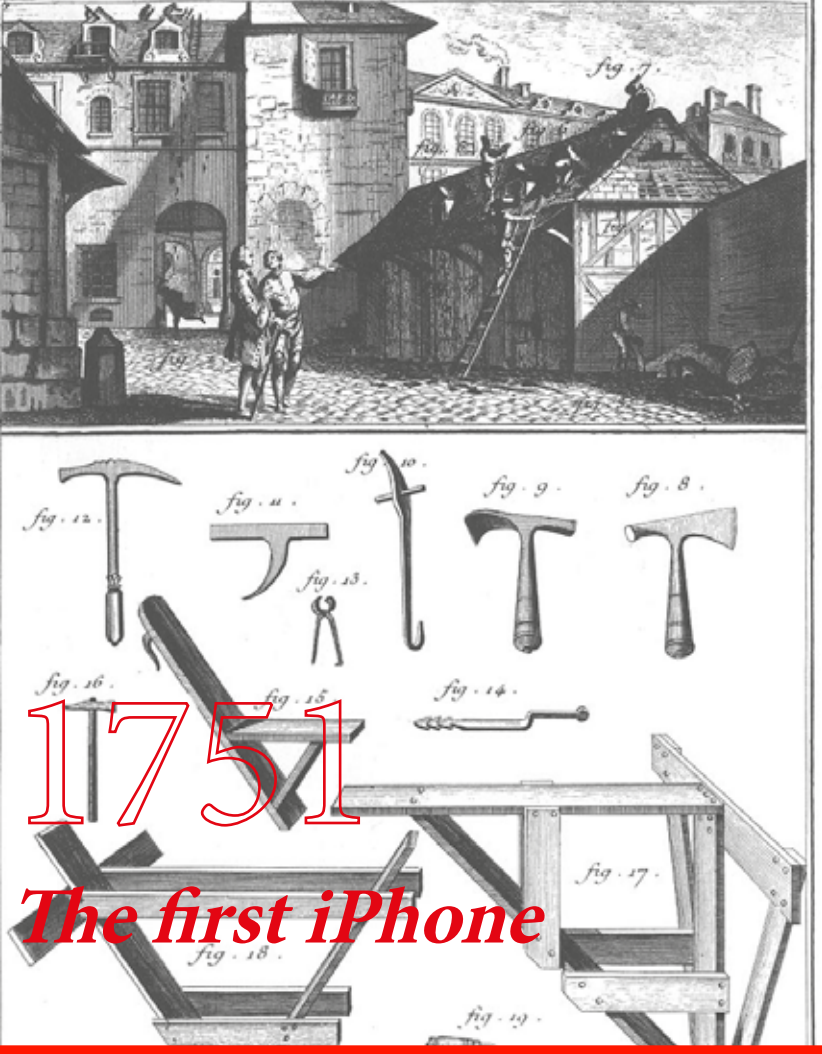
We believe that when you put technologists and urbanists on the same team you have the potential to transform the urban environment.

**Join Us**

**What role can an Architect take** in an physical environment focusing on **digital** experience, data surveillance and behavioural modification?

Out of the 115 employees at SideWalkLabs, only one carries the title architect on their website. Most of them are software engineers. (Highlighted in red)

[29] "Architect in "Encyclopédies Plate 281 - Architecture Couvreur"
[30] "Chart of SidewalkLabs Employees occupations"



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***The first iPhone***

***The latest Encyclopedia***

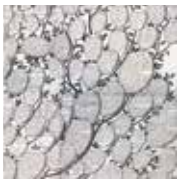
2019

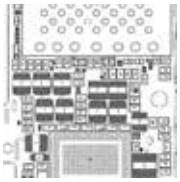

**Tool**
craft
active
specific

**Device**
i
ubiquitous
technology
adaptive


## Observation
definite encyclopedia
Enlightenment
restricted

## Knowledge
definite encyclopedia
Enlightenment
restricted





## Information
quantifiable data
human as input
constantly accessible

## Monitoring
invisible
quantifiable data
behavioral data
tracking

# Accomodating "human"

## Institution
tree hierarchy
memory
reason

## Human
body
mind

## Organization
tree hierarchy
memory
reason

## Architecture for humans
Architecture as Art and Science.

# Architect ?

## Interface
networked media
connection to information
connection to community

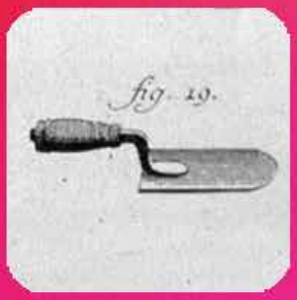
## Architecture for devices
relies on Internet 2.0. Shaping of digital and physical space through the user rather than the architect

## Post-Human
merging of device and human
physical and digital self

## Corporation
non spatial
spirit
service

# Rethinking Architecture

[31] "first iPhone - latest encyclopedia diagram"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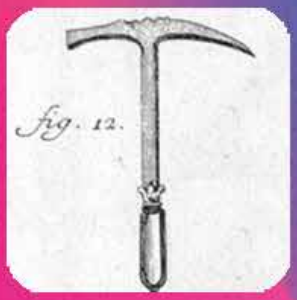
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fig. 11.


fig. 14.


fig. 16.


fig. 13.


fig. 8.


fig. 9.

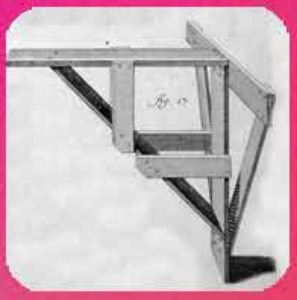
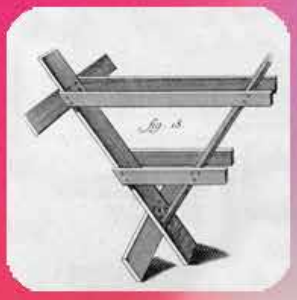


fig. 17.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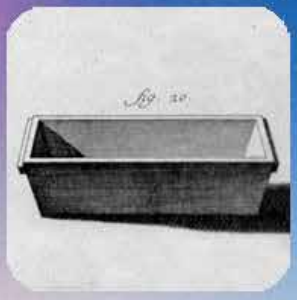
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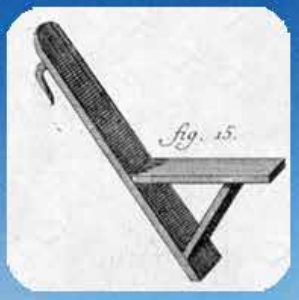
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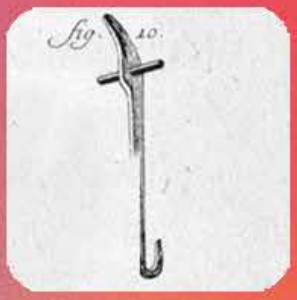


fig. 10.

How can we understand the realities and implications of an architecture that so radically challenges our current physical and mental relationship between human and digital device, human and architecture, and architecture and digital device?

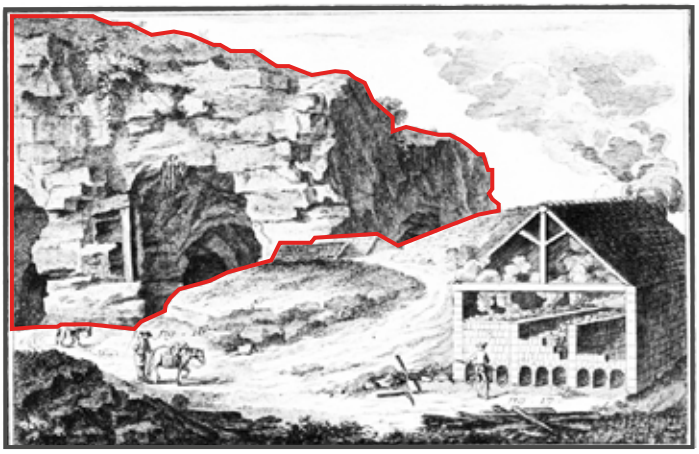
[32] "Apps are replacing Tools"

# CHAPTER THREE:

# PROCESS

**ARCHITECTURAL PLATES**
**Diderot and d'Alemberts Encyclopedia**

Mining of physical Material

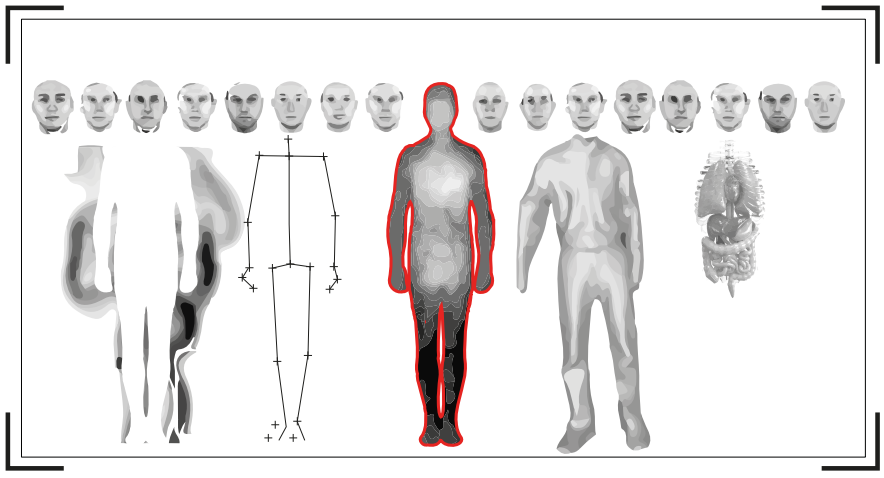


Nature as resource for material.

## *1. RESOURCE*

Human

Mining of human Experience

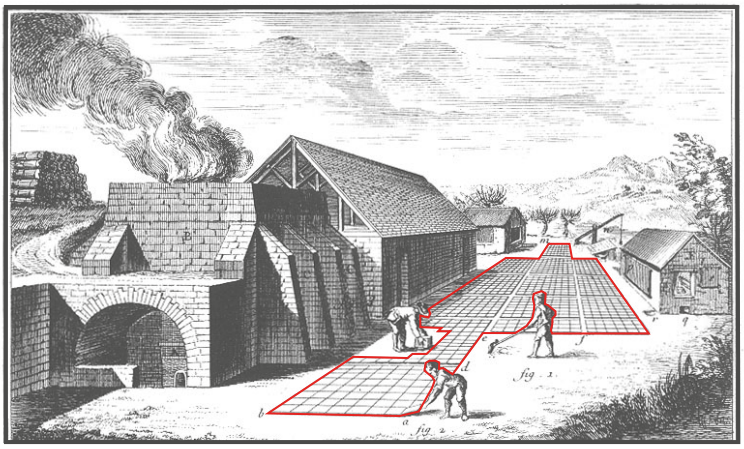


**ARCHITECTURAL SCREENS**
**SideWalkLabs EncyclAPPedia**

# Processing of Knowledge

## 2. PRODUCTION

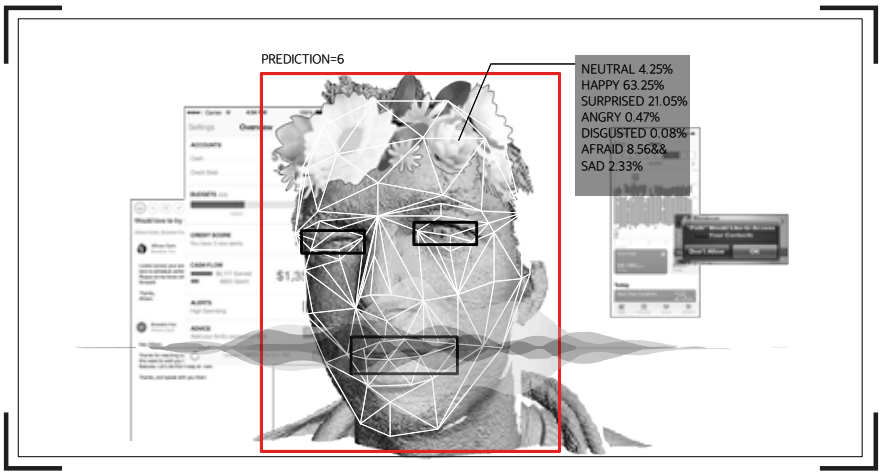
### Quantifiable Product



Through specific knowledge material is formed into a product in a repetitive process.

→ **Behavioural Data**

high quantity of behavioral data turns data into information.

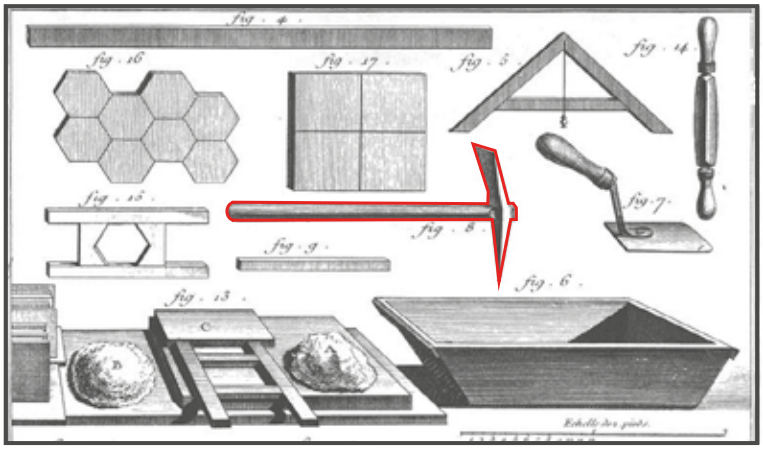



Input through device

[33] "Plate 277 - Gypsum Mining from Encyclopédie, highlighted is the raw material"
[34] "Plate 278 - Tiles I from Encyclopédie, forming of quantifiable products"
[35] "SideWalkLabs "Screen 1 - Physical Monitoring, physical mining of human"
[36] "SideWalkLabs "Screen 2 - Digital Monitoring, forming of behaviour products"

**ARCHITECTURAL PLATES**
**Diderot and d'Alemberts Encyclopedia**

## Specific Tool per task

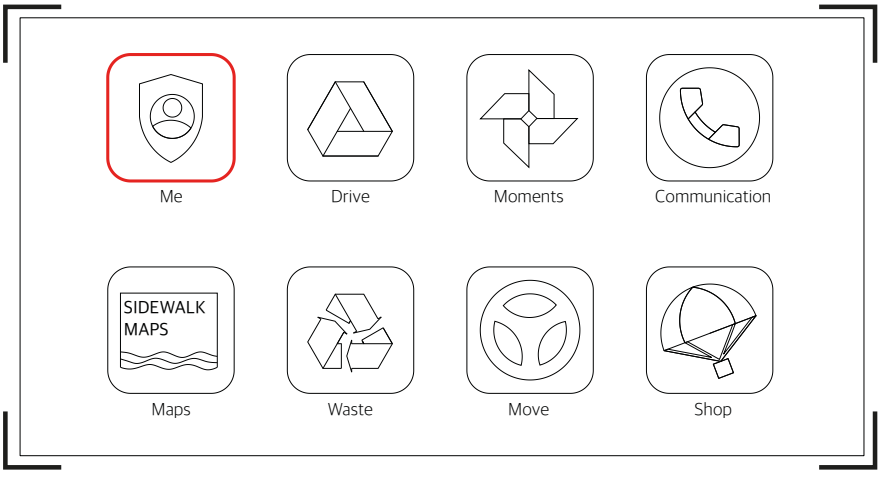


Specific knowledge is required to develope and operate advanced tool.

## *3. APPLICATION*

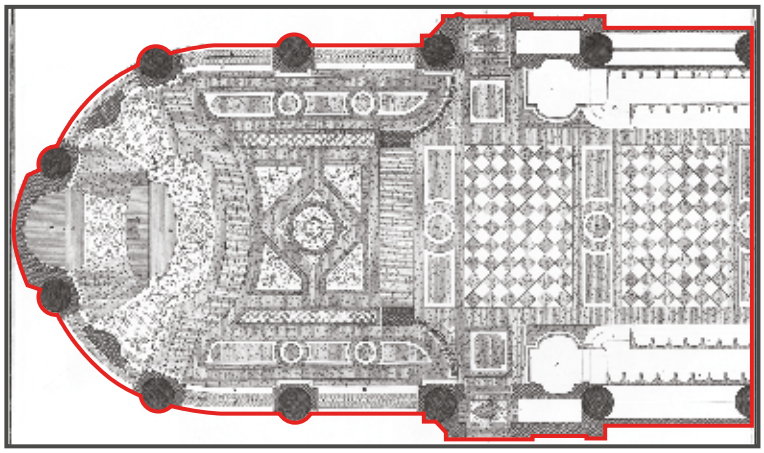
### Digital Tools

Digital Apps replace physical typologies through human operation




**ARCHITECTURAL SCREENS**
**SideWalkLabs EncyclAPPedia**

Architecture

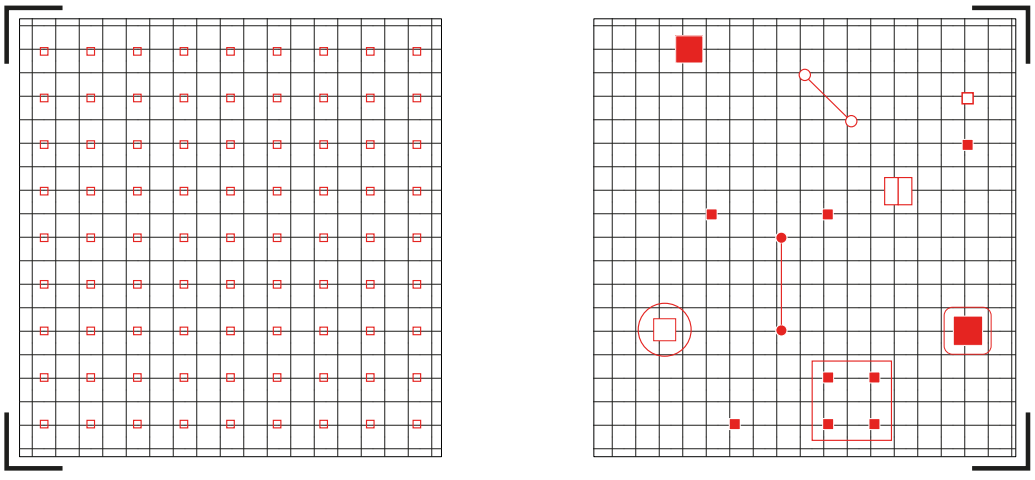


Manifestation of
human knowledge

## 4. CONSTRUCTION

→ Physical + Virtual

Human in this enviroment are only as different as their screens of devices are.
A product of data surveillance.



Output through device

[37] "Plate 19 - Architecture Careleur from Encyclopédie, physical tools to shape physical space"
[16] "Plate 283 - Stonework II from Encyclopédie"
[39] "SideWalkLabs Application diagram, interaction through digital apps"
[40] "SideWalkLabs physical and digital Architecture schema"

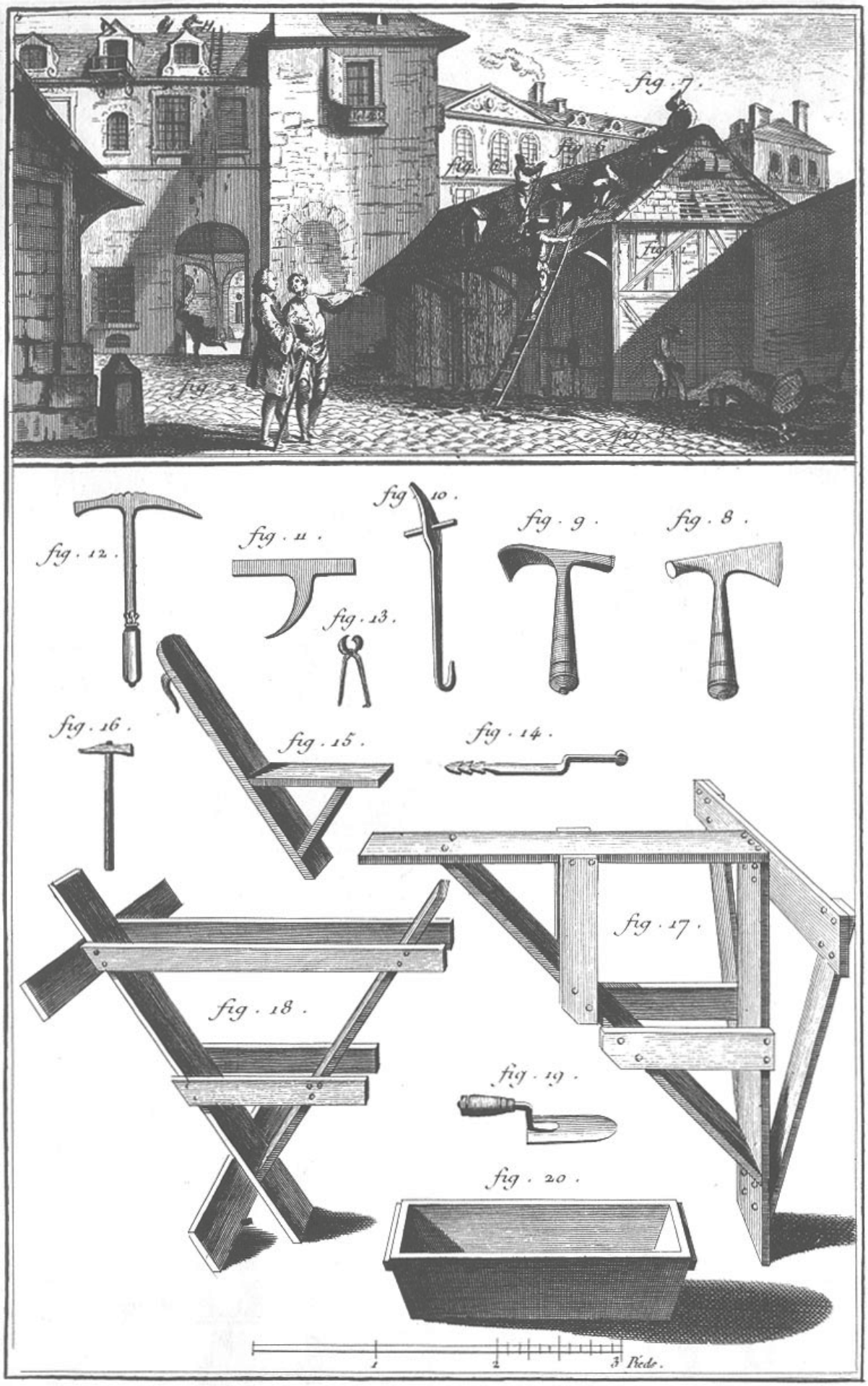


fig. 7.
fig. 1.
fig. 2.
fig. 3.
fig. 4.
fig. 5.
fig. 6.
fig. 10.
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fig. 13.
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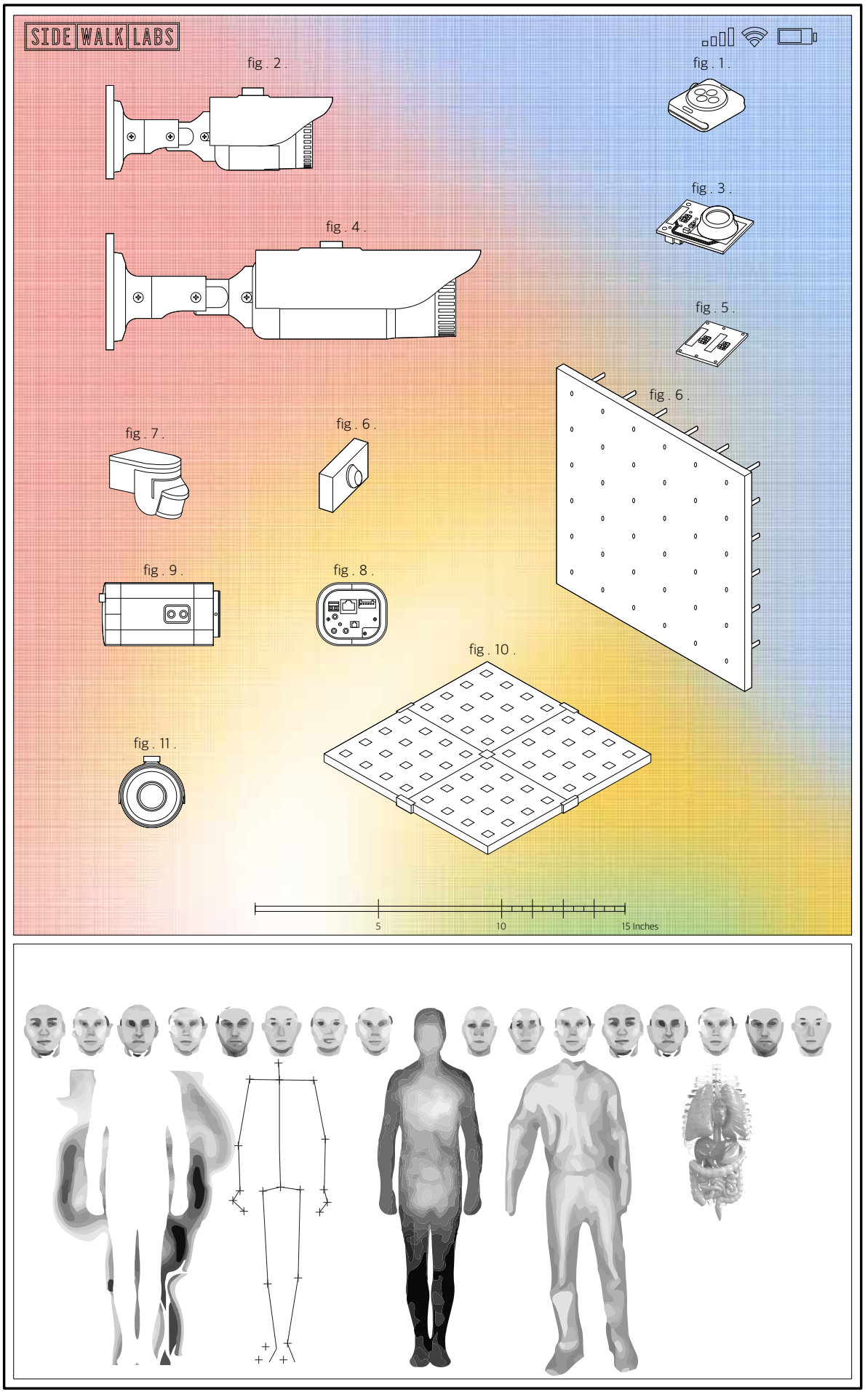
fig. 15.
fig. 14.
fig. 17.
fig. 18.
fig. 19.
fig. 20.
1
2
3 Pieds.

Couvreur.

## ARCHITECTURAL PLATE
## Diderot and d'Allembert

The categorization of knowledge is a tool of power. The encyclopedia is an attempt to restructure all knowledge and to draw boundaries between the knowable and the unknowable. Tools are categorized, each designated to a specific task. The plate illustrate how one might use the tool.

[11] " Plate 281 - Architecture Couvreur from Encyclopédie"



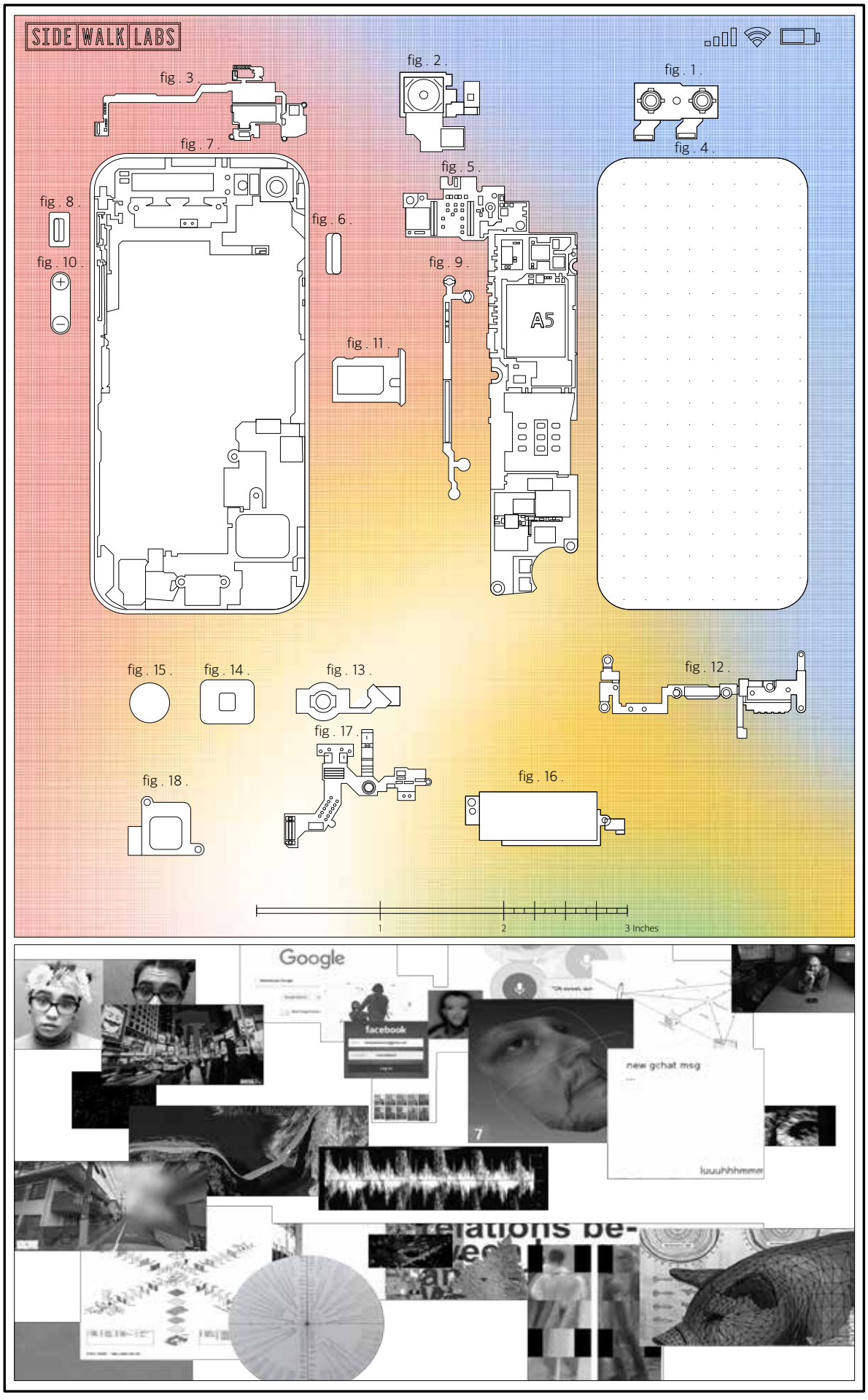



Physical Monitoring

# ARCHITECTURAL SCREEN
# SideWalkLabs

In Quayside humans are captures by physical devices that are implemented into private and public space. They capture the habitants physically through sensors (motion, gesture, heat, airflow, pressure, voice, visual) in order to collect behaviour data. The human is the inventor, the user and operator and target at the same time.

[35] "SideWalkLabs "Screen 1 - Physical Monitoring, physical mining of human"

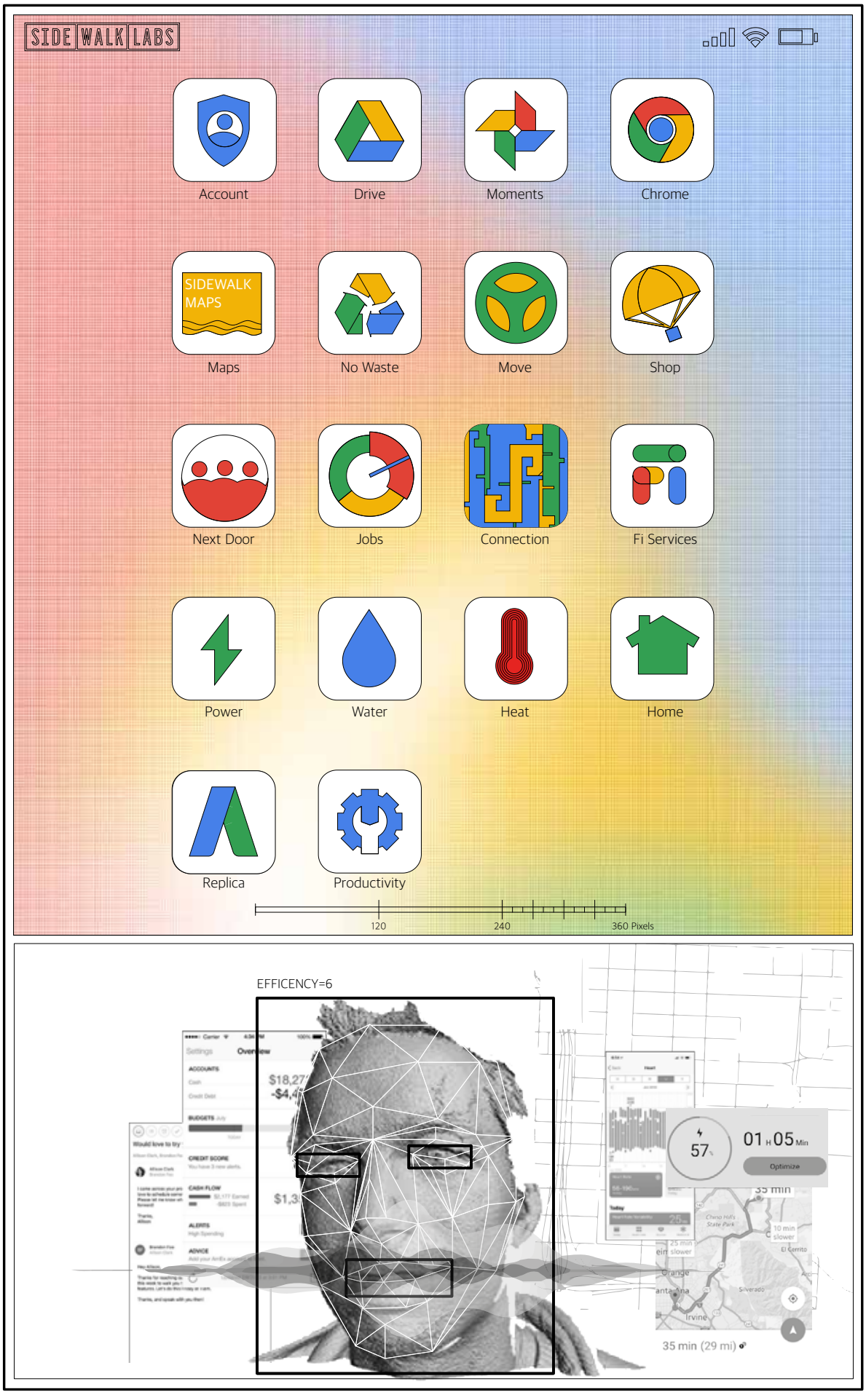



Digital Monitoring

# ARCHITECTURAL SCREEN
# SideWalkLabs

Individuals are captured through their digital devices mainly the smart-phone. Digital lives are being tracked. Data and digital files are collected to generate a virtual profile of each inhabitant. Architecture might no longer focus on human but on the device instead.

[36] "SideWalkLabs "Screen 2 - Digital Monitoring, forming of behaviour products"

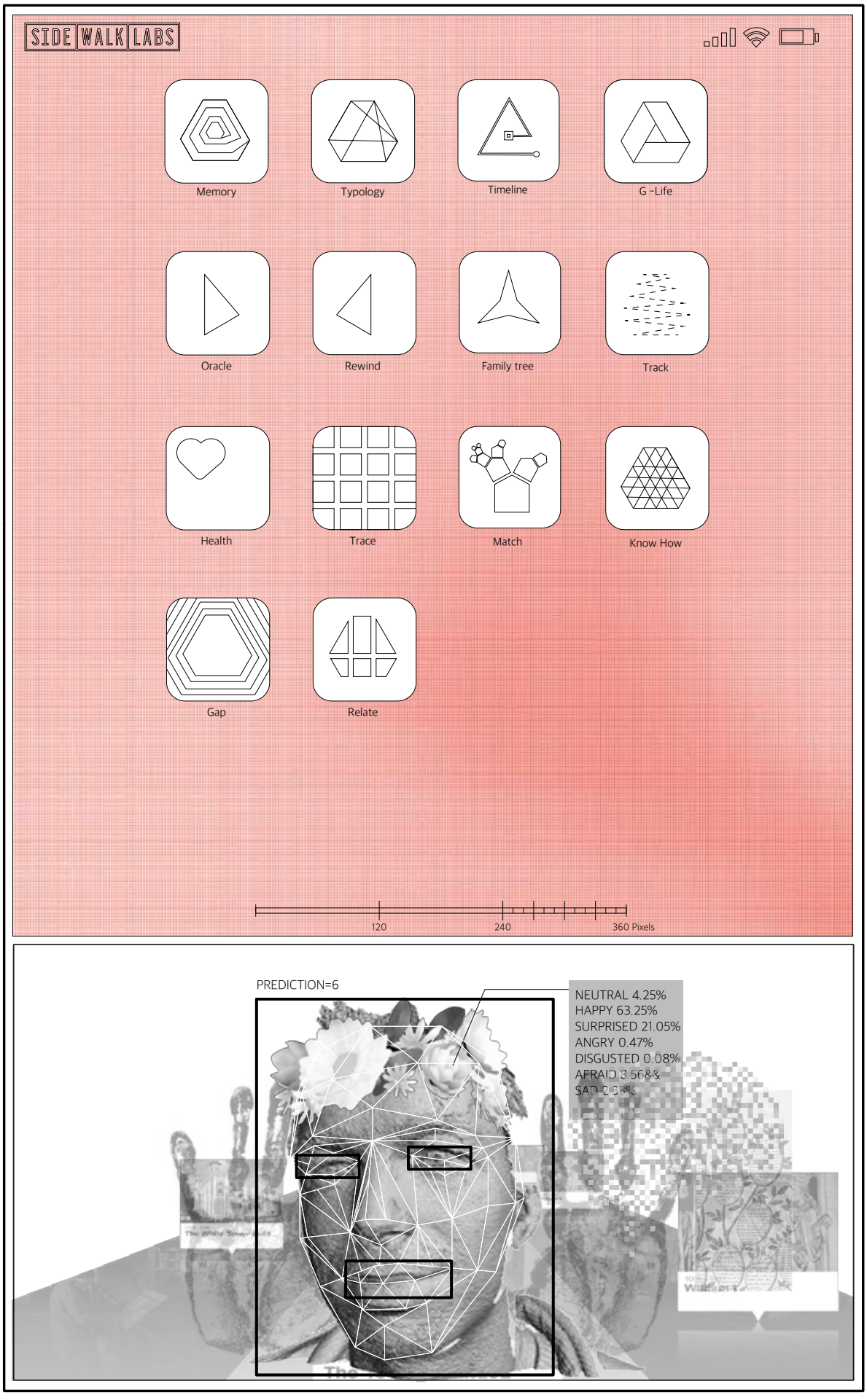



Side Walk Labs Preset Applications

## ARCHITECTURAL SCREEN
## SideWalkLabs

To operate and interact in the environment Sidewalk Labs provides a series of apps. These allow the inhabitant to improve (socially, economically, in performance, optimize time, and live more sustainable). Everybody contributes to the generation of knowledge by being surveiled, tracked and protected by data mining.

[41] "SideWalkLabs "Screen 3 - Preset Applications"




Side Walk Labs Additions

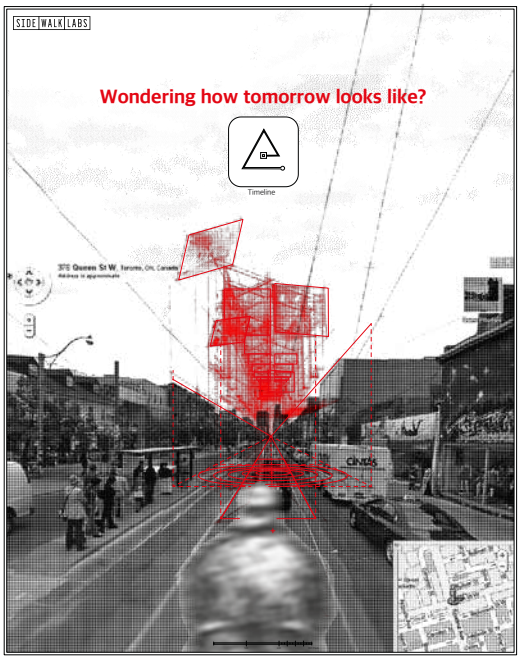
# ARCHITECTURAL SCREEN
# SideWalkLabs EncyclAPPedia

To interrupt SideWalkLabs performance and optimization driven environment this collection suggests to use the generated surveillance data to create a digital experience in physical space. Through a series of additional apps inhabitants can interact with their digital lives generated through surveillance data, as a form of education, entertainment, leisure and future prediction.

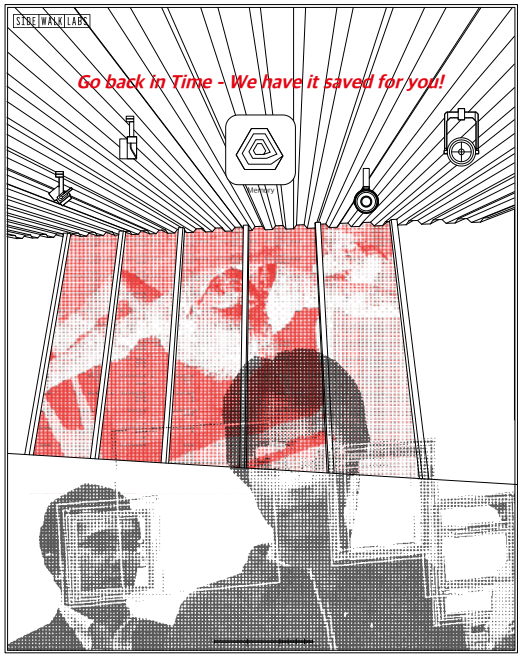
[42] "SideWalkLabs "Screen 4 - EncyclAPPedia extension"

# CHAPTER FOUR:

# DESIGN INTERVENTION

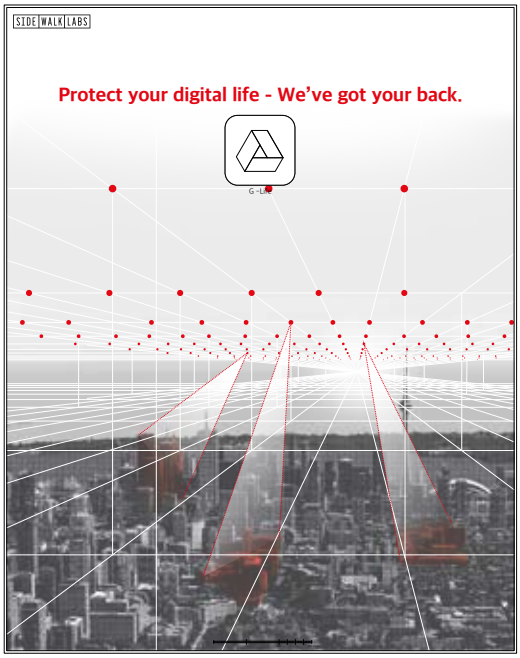



www.architecture/diderot/timeline.com

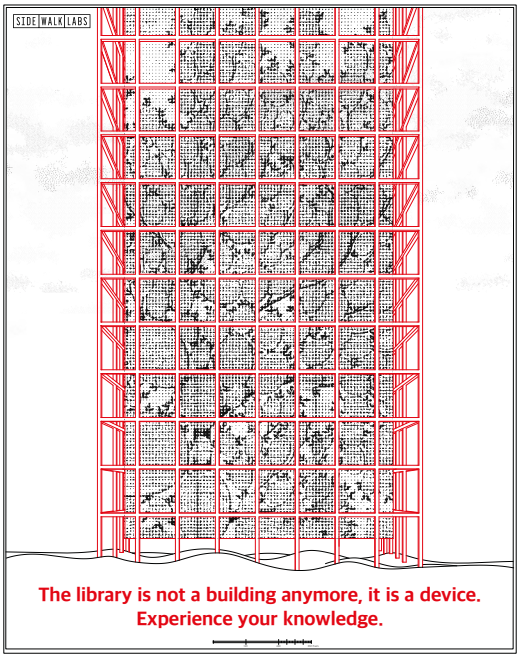



www.architecture/diderot//library.com

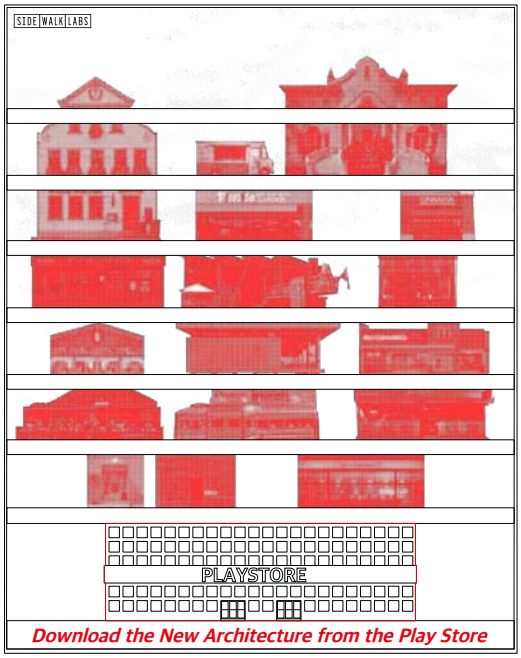

www.architecture/diderot/anything.com




www.architecture/diderot/gdrive.com




www.architecture/diderot/knowhow.com

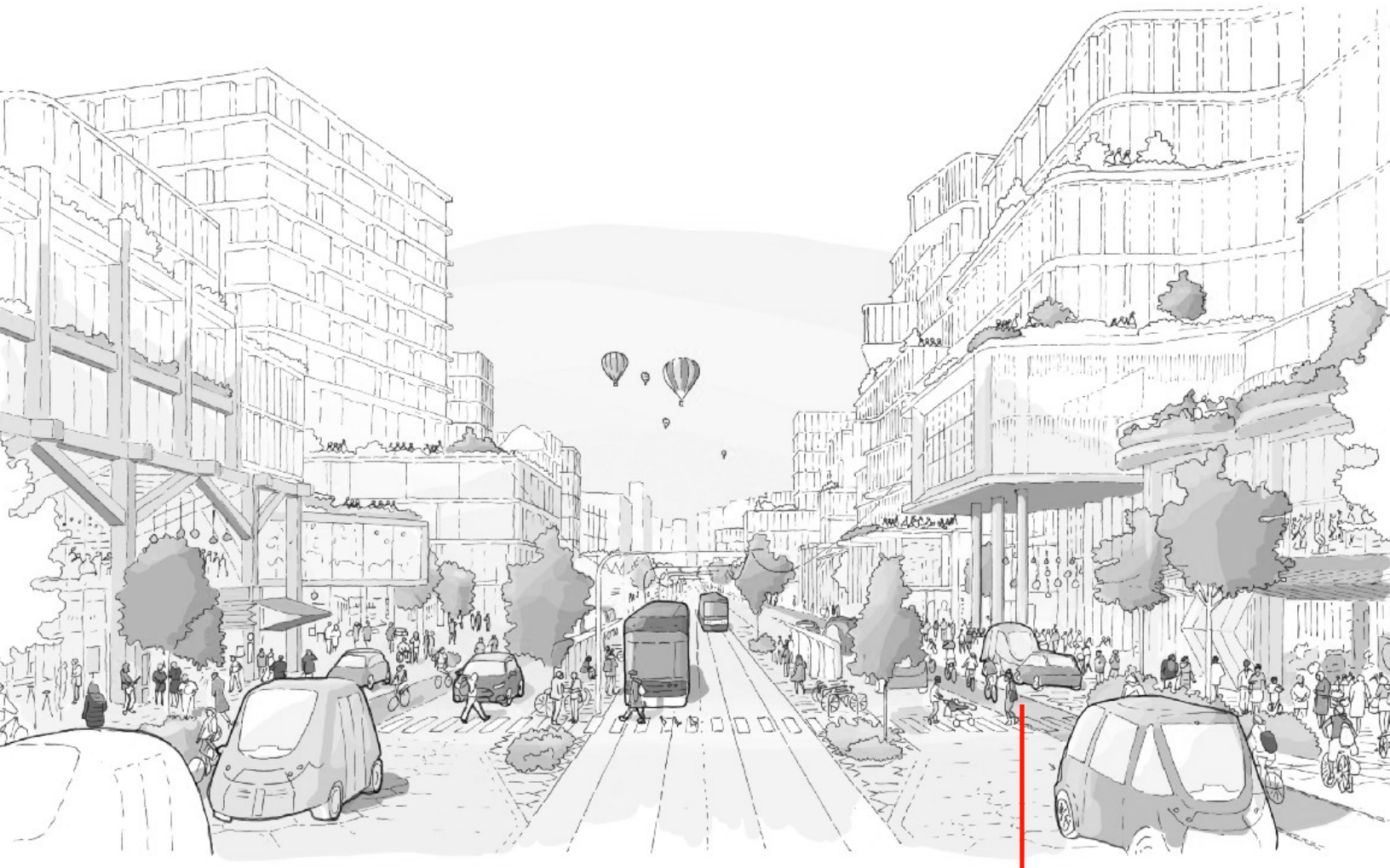


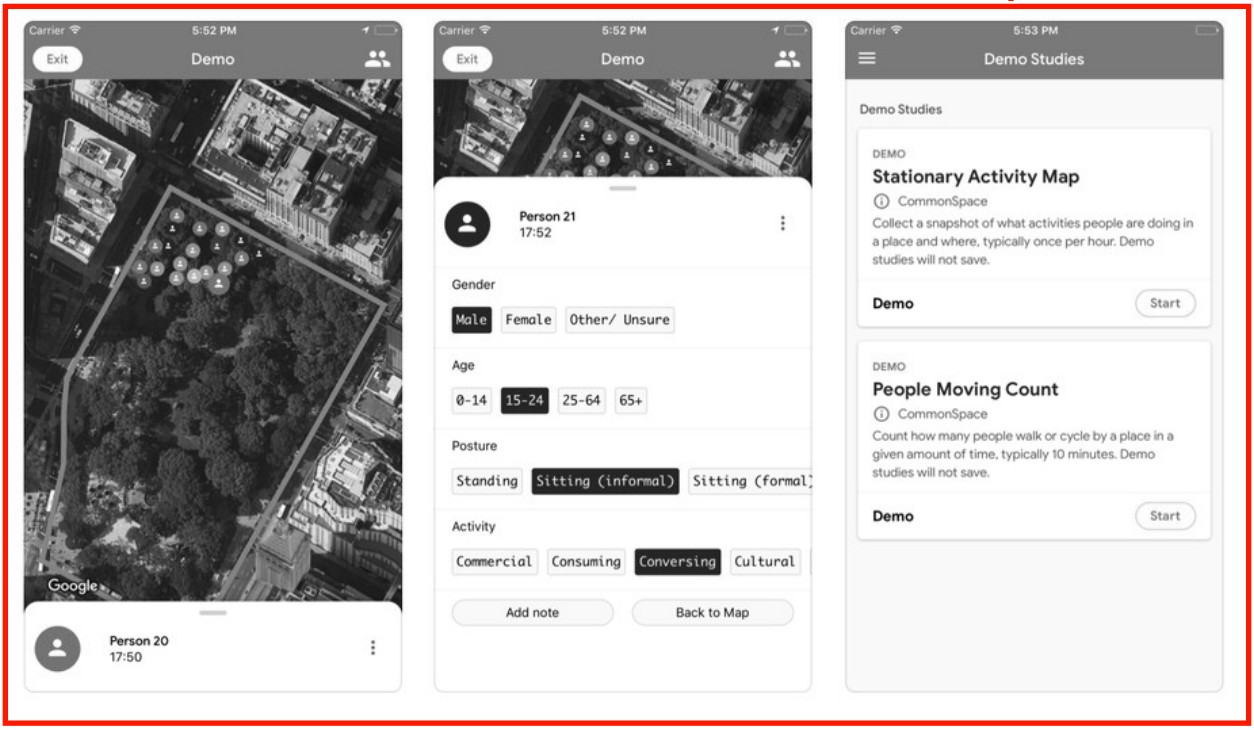

www.architecture/diderot/knowhow.com

EncyclAPPedia is a series of applications, that respond to situations of SideWalkLabs proposal. In Quayside habitants are forced to permannetly interact look at their screens. Only by considering the screen when designing the audience can be reached in this enviroment. The intend is to create an architectural overlay (physical and digital) that generates an experience merging Quayside reality with a reality generated through surveillance data. Thanks to the high density of surrveillance devices the results are very accurate.

In the following chapter four situations that SideWalkLabs proposes are analysed regarding their implcation of human behaviour data. Responses are proposed, how architecture can interrupt and respond to the optimization and performance driven environment in Quayside.

[43] "Advertisement Poster SideWalkLabs "Timeline"
[44] "Advertisement Poster SideWalkLabs "Memory"
[45] "Advertisement Poster SideWalkLabs "Typology"
[46] "Advertisement Poster SideWalkLabs "G-Life"
[47] "Advertisement Poster SideWalkLabs "Knowhow"
[48] "Advertisement Poster SideWalkLabs "Playstore"

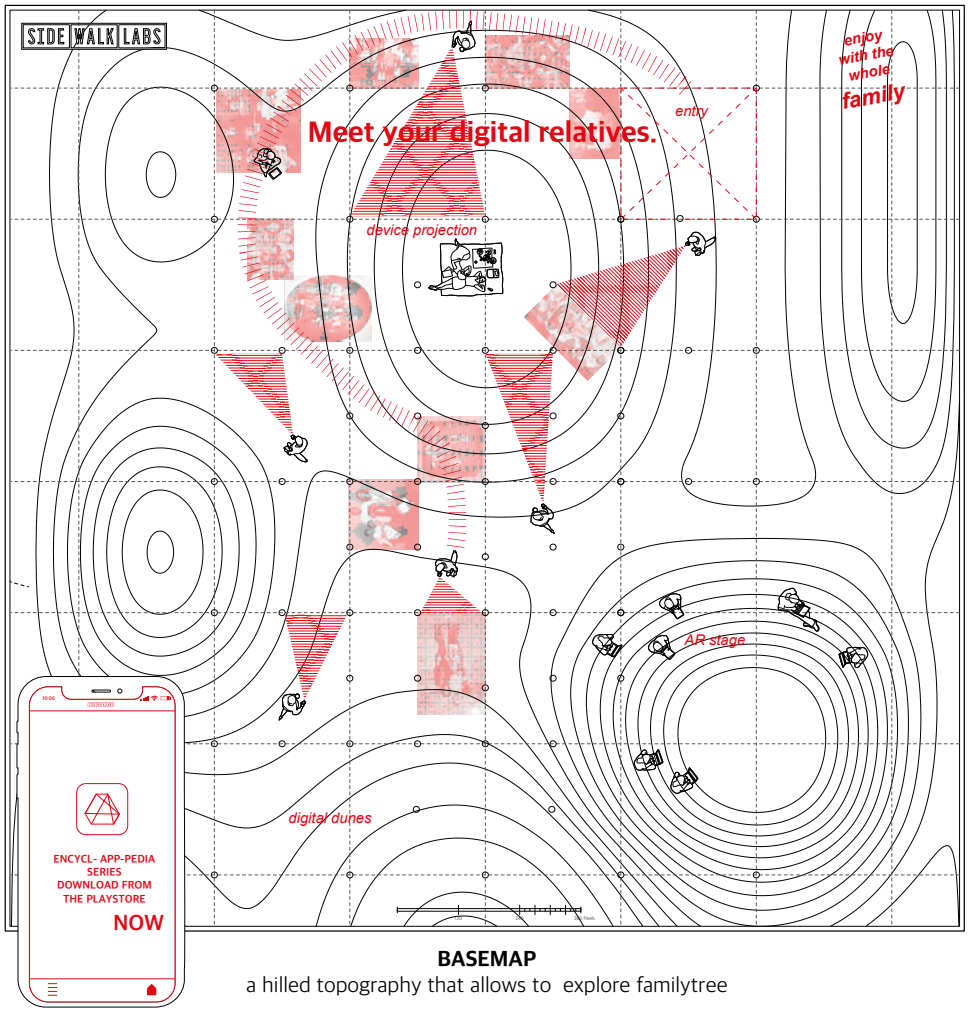



Carrier
5:52 PM
Exit
Demo
Google
Person 20
17:50
Carrier
5:52 PM
Exit
Demo
Person 21
17:52
Gender
Male
Female
Other/ Unsure
Age
0-14
15-24
25-64
65+
Posture
Standing
Sitting (informal)
Sitting (formal)
Activity
Commercial
Consuming
Conversing
Cultural
Add note
Back to Map
Carrier
5:53 PM
Demo Studies
Demo Studies
DEMO
Stationary Activity Map
CommonSpace
Collect a snapshot of what activities people are doing in a place and where, typically once per hour. Demo studies will not save.
Demo
Start
DEMO
People Moving Count
CommonSpace
Count how many people walk or cycle by a place in a given amount of time, typically 10 minutes. Demo studies will not save.
Demo
Start

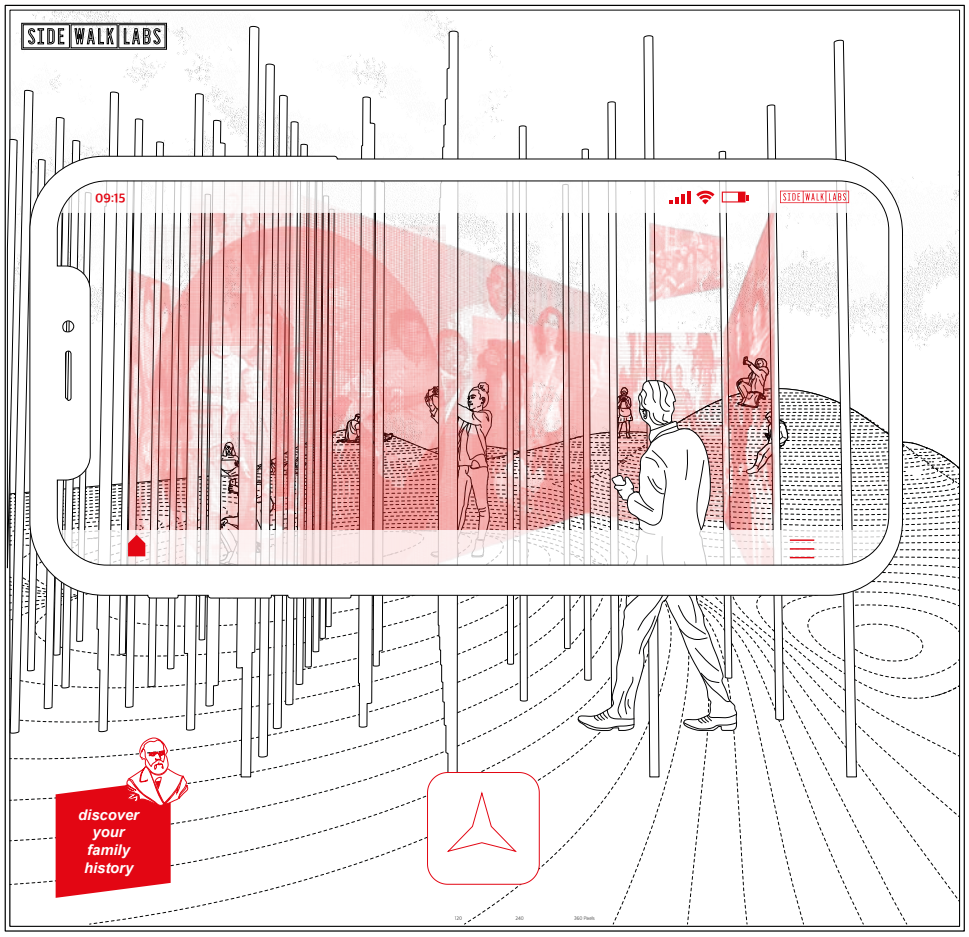
## LOCATION: PUBLIC REALM
## App: Replica

Replica is an app developed by SideWalkLabs that creates a digital data base of moments at Quayside. People mark themselves and others (even strangers) in places within the neighbourhood. Based on data patterns of use relationships are created. In addition to the numerical data such as age, gender, posture, activity, time,... that is being collected audio data as well as photos and videos files can be added to the data base.

[49] "Public Realm, SideWalkLabs"
[50] "Replica App Interface, SideWalkLabs"




**BASEMAP**
a hilled topography that allows to explore familytree

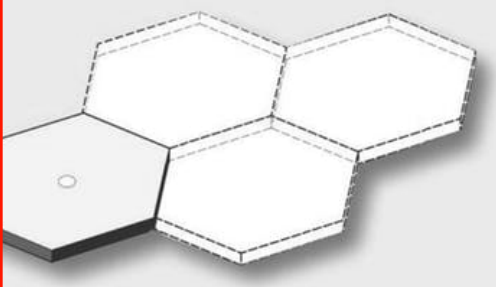



**FAMILYTREE**
views relationships between people in several digital generations

# ARCHITECTURE: BASEMAP
# App: Family-tree

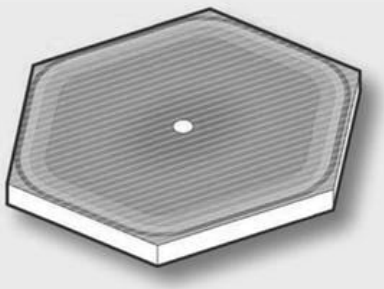
The family-tree app allows the inhabitant to visualize relationships based on data linked through the Replica app. People might not be relatives in physical life, but they are in digital. A forest of columns serves as orientation to explore shared moments of the past. Spatial situation are created through the arrangement of the data moments itself. Here architecture becomes a digital layer only visible though the smartphone screen.

[51] "Plan Basemap - a hilled topography that allows to explore familytree "
[52] "Perspective Familytree - views relationships between people in several digital generations"



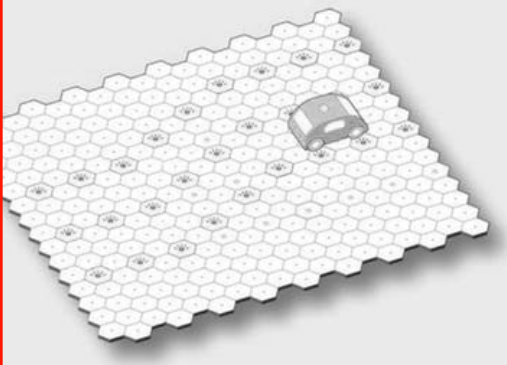
## Modular

Precast slabs to enable faster maintenance and replacement



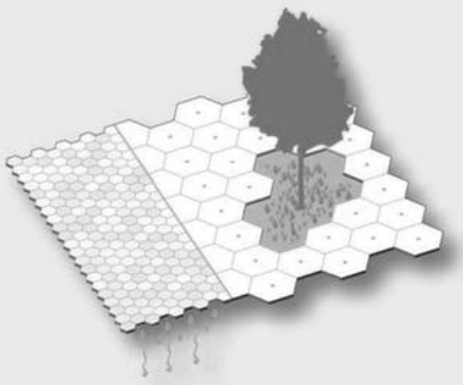
## Heated

Conductive concrete to melt snow and ice



## Dynamic

LED Lights to signal changes in road use throughout the day



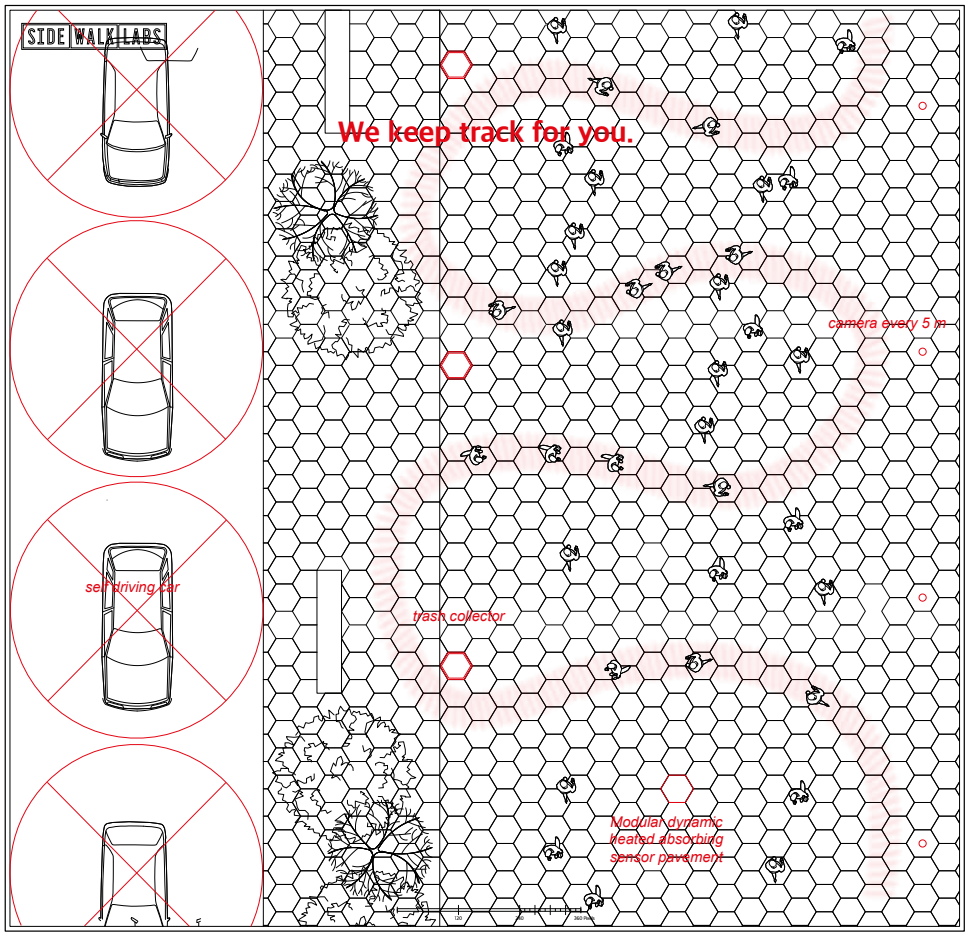
## Green Zones

Dedicated landscape zon
bring green into streets a
absorb stormwater

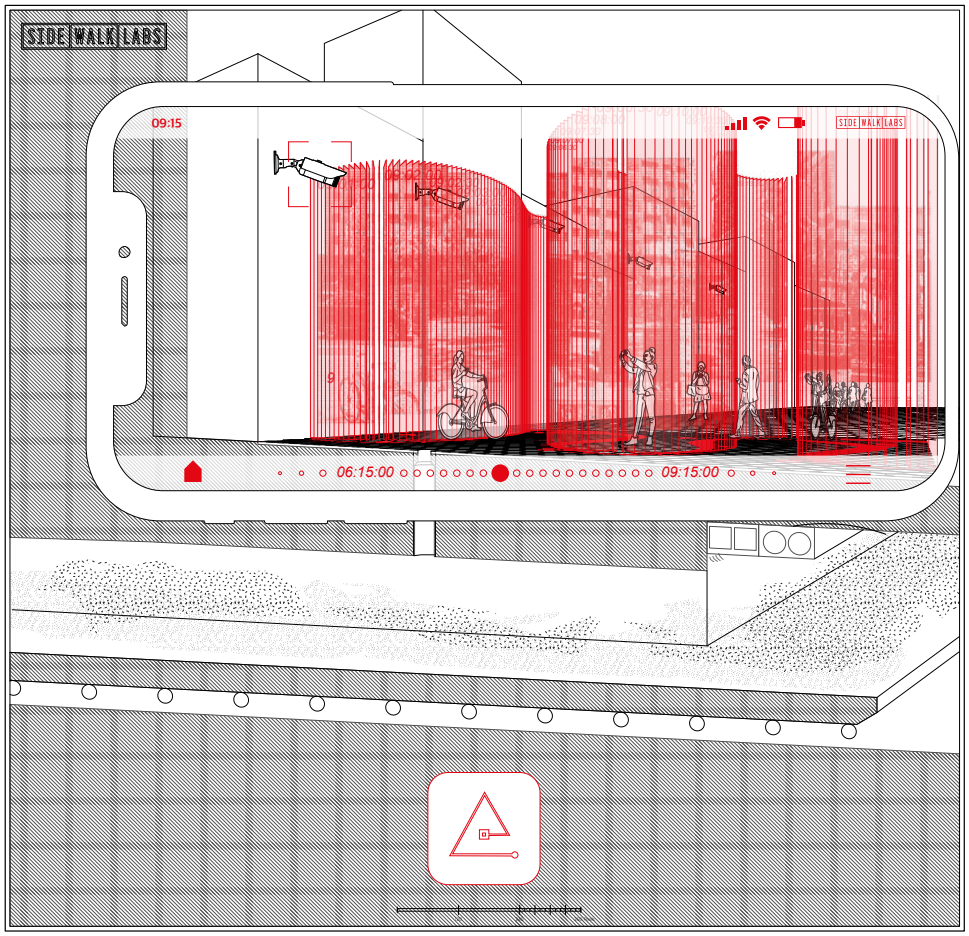
## LOCATION: MAINSTREET
## Device: Physical Sensors

The environment is almost seamingless planted with sensors, which are integrated into the architecture and infrastructure. Humans are understood as physical bodies that are constantly captured in the space through sensors such as motion, gesture, heat, airflow, pressure, voice, vision. The intend is to monitor and learn from their behaviour. Therefore the sensors communicate which each other to construct an environment that operates and adjust itself around the individual habitant. Here humans and non-human devices “live” among systems made for high-efficiency and performance .

[53] “Sensors in Public Realm, SideWalkLabs”
[54] “Pavement for People, SideWalkLabs”




**TRACK**
a path of to review a passage of timeline




**TIMELINE**
a visual passage of data collected by sensors planted in public space

# ARCHITECTURE: TRACK
## App: Timeline

Through the timeline app inhabitants can access the sensors and view their footage. Thanks to the seemingless density multiple camera angles can be taken into concideration. By doing so, one can learn about their physical condition and behaviour in the public raum. Through the app a virtual path is created that the inhabitant can walk along to review data and generate more data.

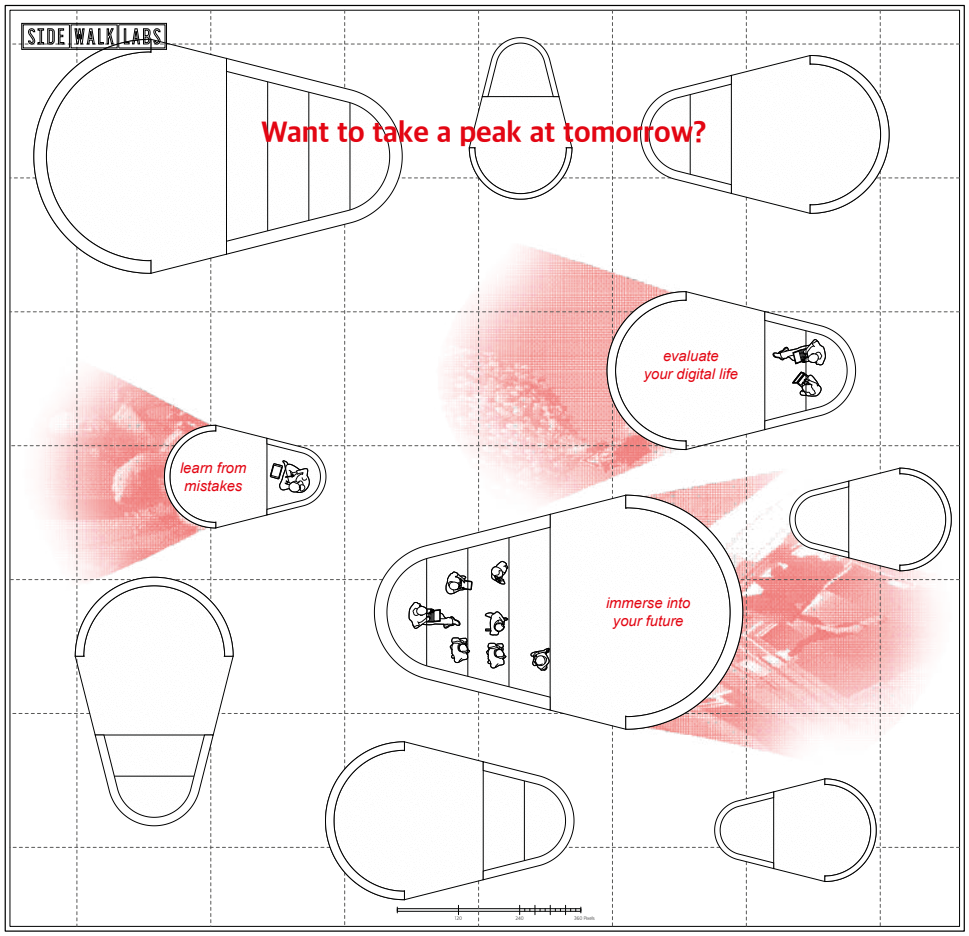
[55] "Plan Track - a path of to review a passage of timeline"
[56] "Perspective Timeline - a visual passage of data collected by sensors planted in public space"


PASSION FRUIT

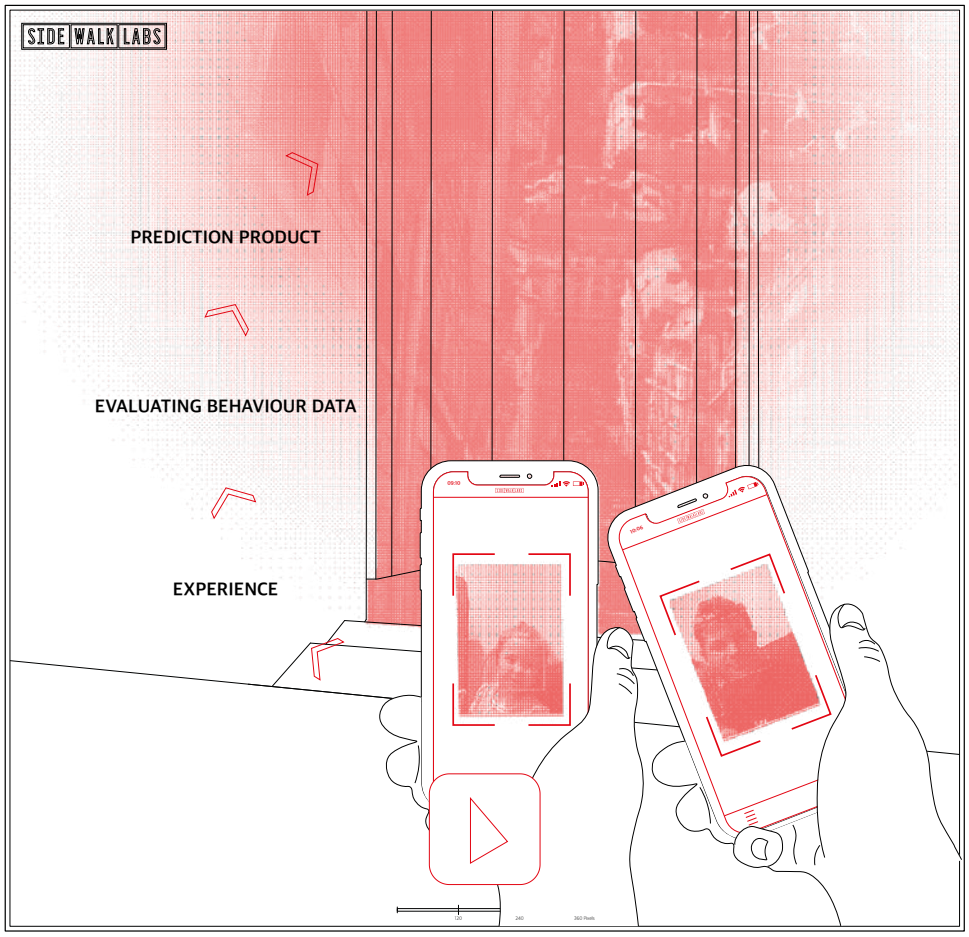
## LOCATION: STORE FRONT
## App: Prediction Advertisement

SideWalkLabs intends provide personalized location-based advertisement in order to facilitate its store-front. Based on behaviour patterns personalized ads appear on the phone or store-fronts and influence the occupants buying behaviour. The concept is based on Googles advertisement supply chain algorithm, personalizes advertisement when browsing online.

[57] "Store Front Visualisation, SideWalkLabs"




**TIMECAPSULE**
a container storing a future prediction

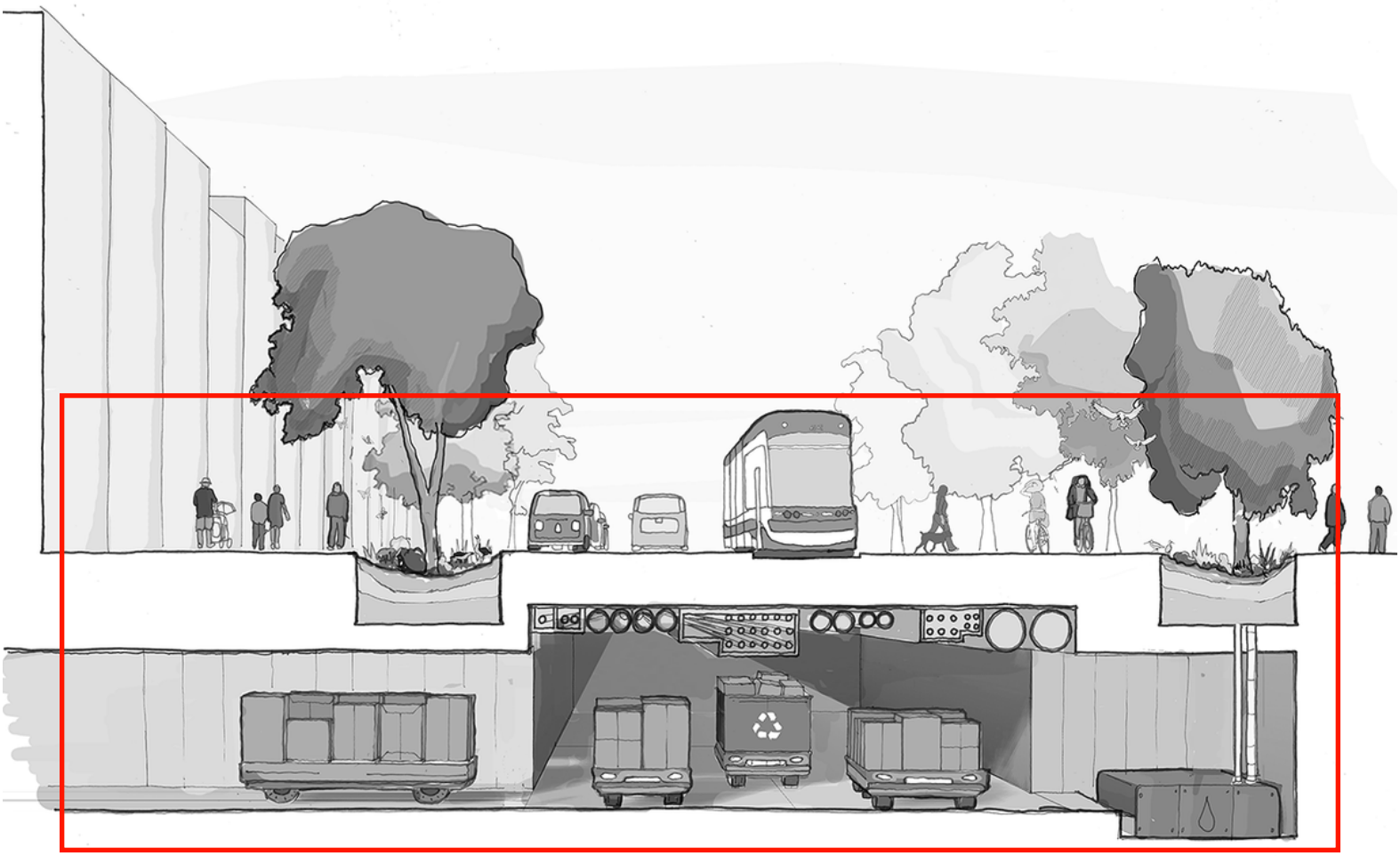



**FORECAST**
a prediction or estimate of future events based on uploaded data

# ARCHITECTURE: TIMECAPSULE
## App: Forecast

Despite other Apps this app doesn't look into the past but allows a peak into the future. Pods come in three different sizes and are situated in SideWalk-Labs most popular shopping areas. The app goes one step further than ads. Inhabitants can test out how they will interact with their future purchases before they make buying decisions. The architecture is an enclosed space that allows occupants to block out the hectic reality and immerse into predicted futures.

[58] "Plan Timecapsule - a container storing a future prediction"
[59] "Perspective Forecast - a prediction or estimate of future events based on uploaded data"



## Laneway

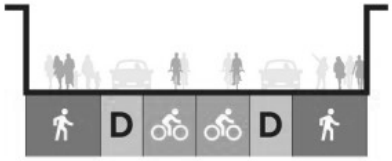
**TAILORED TO PEDESTRIANS**

4 MPH / 8 KM/H

## Accessway

**TAILORED TO BICYCLES**

14 MPH / 22 KM/H




## Transitway

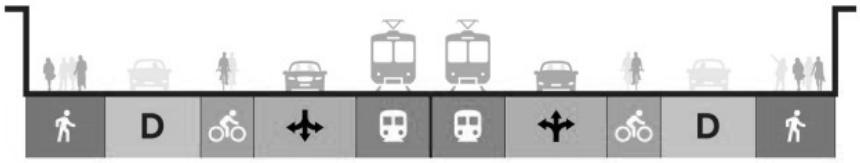
**TAILORED TO TRANSIT**

25 MPH / 40 KM/H


## Boulevard

**TAILORED TO ALL MODES**

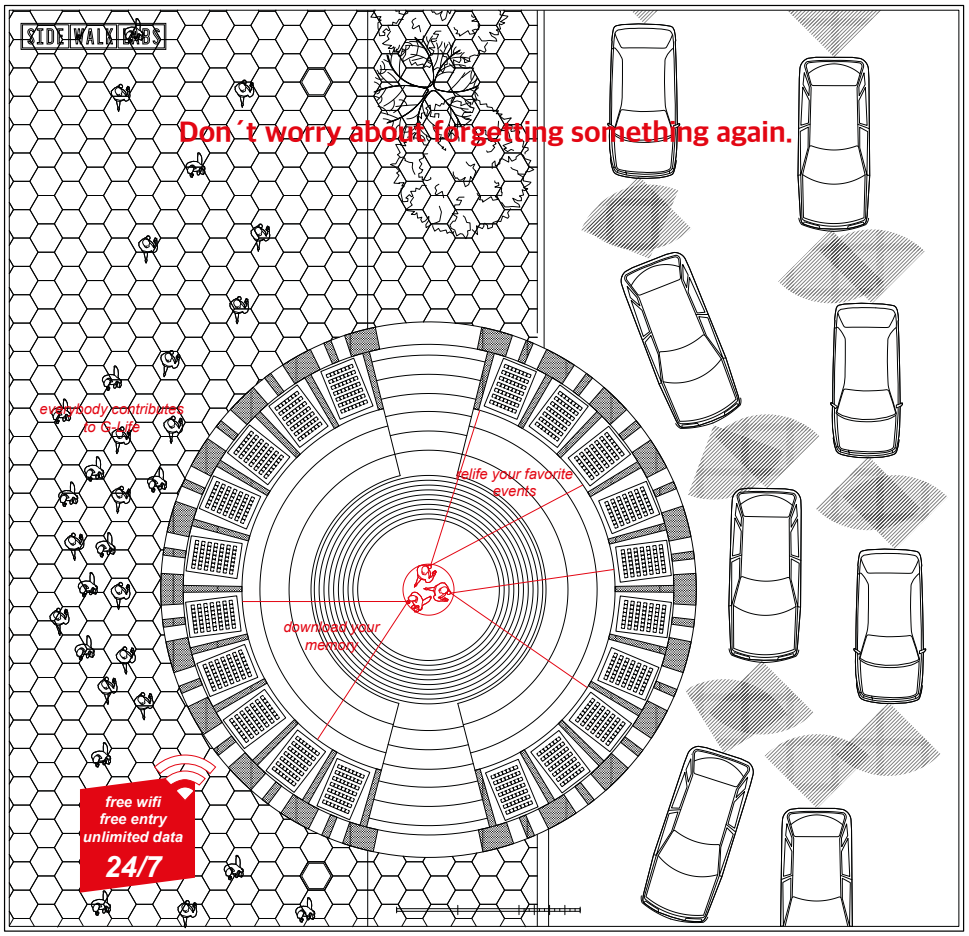
25 MPH / 40 KM/H



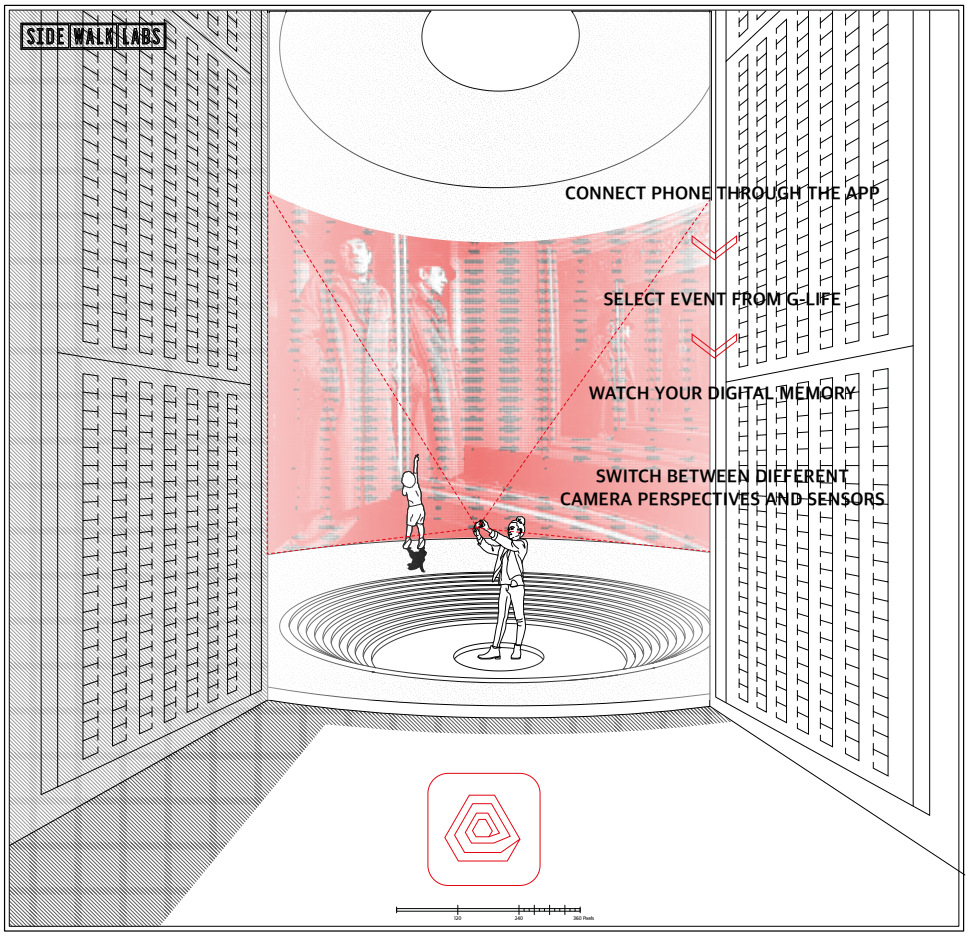

## LOCATION: TRANSITWAY
## App: Streetcar

Quaysides Transitway infrastructure principle is designed for humans , self driving cars, public transport, delivery- and waste-vehicles to share one transit path. The street car app provided by Side-WalkLabs, only for Quayside calculates the most efficient mode of travel to get from one place to another. With such a density of infrastructure usage one might not be able to travel within the neigbor-hood without using the app.

[60] "Subterranean Level Visualization, SideWalkLabs"
[61] "Street design principle, SideWalkLabs"




**PANAPPTICON**
A circular server cell from which occupants can observe memory.




**MEMORY**
collection of information stored and remembered by the G-Life

# ARCHITECTURE: PANAPPTICON
## App: Memory

The Panappticon is a physical architectural intervention, that interrupts the high pace of Quayside everyday life by situating itself within the infrastructure system. The circular forces people, self driving vehicles and automated devices to slow down and interact with the space. Through entering into the space all digital files stored in the “G-Life” server of individuals can be accessed. Standing in the middle of the circle provides an optimal view onto the surrounding data. Instead of being watched, the occupant can watch and surveil their own digital life.  Moments that might have been forgotten by the human memory can be acessed through the memory app.

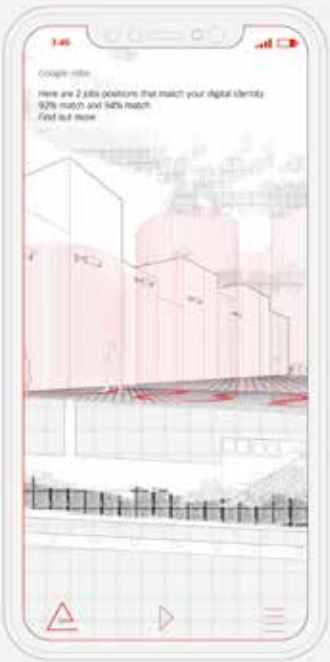
[62] “Plan Panappticon - A circular server cell from which occupants can observe memory”
[63] “Perspective Memory - collection of information stored and remembered by the G-Life”


3:45
Monday, April 22


Here are 2 jobs positions that match your digital identity
92% match and 94% match
Find out more
48 rooms were thrown away today
Hi there, we life in close distance
We are having a BBQ tonight and were wondering
EncyclAPPedia
TIRED OF BEING FASTER, MORE EFFICIENT AND ALWAYS PRODUCTIVE?
DOWNLOAD THE APPS NOW FROM THE PLAYSTORE NOW
You increased your screen time by 21 minutes today
Good job!
Water consumption down by 7 % today


Perspective
Time slot
Sensors
About You
Preferences
EncyclAPPedia


3:36
3:46


Here are 2 jobs positions that match your digital identity
92% match and 94% match
Find out more

## ARCHITECTURE: TRACK
## App: Timeline

The design of the screen might have more relevance in Quayside that the design of actual physical spaces. Quaysides occupants, always depended on the device can only be reached through their devices therefore EncyclAPPedias apps are designed to merge physical and digital and get once attention within the environment. Interface design becomes an architectural matter and allows occupants to personalize, and modify their environment through the screen. In Quayside people are only as different as their screens are.

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